

Fundraising – what works for you?

Friday 8:30

Name of participants	Glen Gilbert; Tim New; Becky Collier; Ken Voorshis; Tudi Arneill; Janet Bridges; Heather Chadwick; Laurel, Jack (TSS)
Key Questions	<p>Percentage of revenue: earned vs. funding Most residential centers were 80+/20, nature center 20/80. Hard to innovate if must meet attendance goal for revenue Doesn't allow for capital improvements Need over 100 beds or more to break even or make money Use short & long-term thinking, always raising money Events Annual Auction in Jackson- long history, good support from community, wide variety of items from low to super-high end . Raised \$210,000 small in private school realm. Need to look at private school fundraising models. Armangani and Four Seasons are business who want to benefit private schools For centers not based in affluent community, need to tell story of helping citizens of state, other citizens of state should be asked to help mission. Put item in contract signed by visitors, permission to contact them for “marketing” or other reasons. Make self as nonprofit more visible to visitors, advertise opportunities to contribute. Send letter two weeks after visit to appropriate groups. School groups: have separate reception for parents with wine & beer before dinner (staff supervises kids) and give pitch. Also, follow up letter, “glad your kid was here, had a good time, if you could help another kid, here’s how”. Need to be timely-within two weeks. Tremont just started. Changed med form to registration form to avoid HIPPA confusion. Fundraising can be “dirty work”. Taking the figures from health forms is not violating HIPPA, <i>but may upset parents.</i> Is there tainted money? Should we take money from anybody? Talk with staff and board: show how hard it is to raise money; follow the money and see how most is “tainted”. Special events: staff time inconsequential in light of PR value of event. Make money by selling tables at 5-10K – go to local banks.</p>

Terry Axelrod: invite folks for breakfast, have kids handing out apples, serve breakfast, great stories told; make the ask and have them use envelopes under plates and back at office in time for work. Staff follows up with those who didn't donate.

How ask for materials? Becky's org doesn't want them to ask. Go to canoe manuf. in your state.

Glen's org just passed **give or get policy** \$1,000/\$25000

Board expectation: sign something usually with national board, can back-fire on local boards. Need to start a relationship with board and show how to get into fundraising. Put them on committees first, or be donors first before put on board.

Time, talent, treasure: try for balance among board, have a big enough board.

Is ability to get grants affected by success in other areas of fundraising? Grants want to see you trying, look to bellweather grantors to verify you're a worthy org.

What works: go to major donor, take to lunch and ask for \$100,000, after done proper cultivation. \$5000 is Glen's level to meet face-to-face. **Heather says that "faces to face" (board member & another donor meet with prospective donor) is most effective.**

"We've tried asking and we've tried not asking-asking works better"

Politician agrees to host reception, business will pay to attend. Politician pumps org. and business also get contact with politician.

When to ask current donors to give more – tricky. Must be sensitive to their situation, don't ask for more when just received a gift, watch their timing.

How know how much to ask from any one donor? Major donor (250,000-1mil) took at least two years before ask.

Develop relationship over time, get to know person.

Casual, connected, committed- process over time.

Relationship spreads over culture of org., staff, board, vols. Business friendships vs personal friendships: some can do cultivate both, sometimes just friends, sometimes asking for support. Must figure out how business fits into relationships instead of how relationships fit into business.

Bring friends into org who share the passion, mission and together can "*make a baby*". Sell ideas, not business.

Association of Fundraising Professionals: expensive to join, is it worth it? Spending money to raise money.

Take home messages	<i><u>Good to Great for the Independent Sector</u></i> -Jim Collins (website or Amazon) also <u>Built to Last</u> ; or <u>Good To Great</u> Another idea (out of print) <u>Filthy Rich and other non-profits.</u>