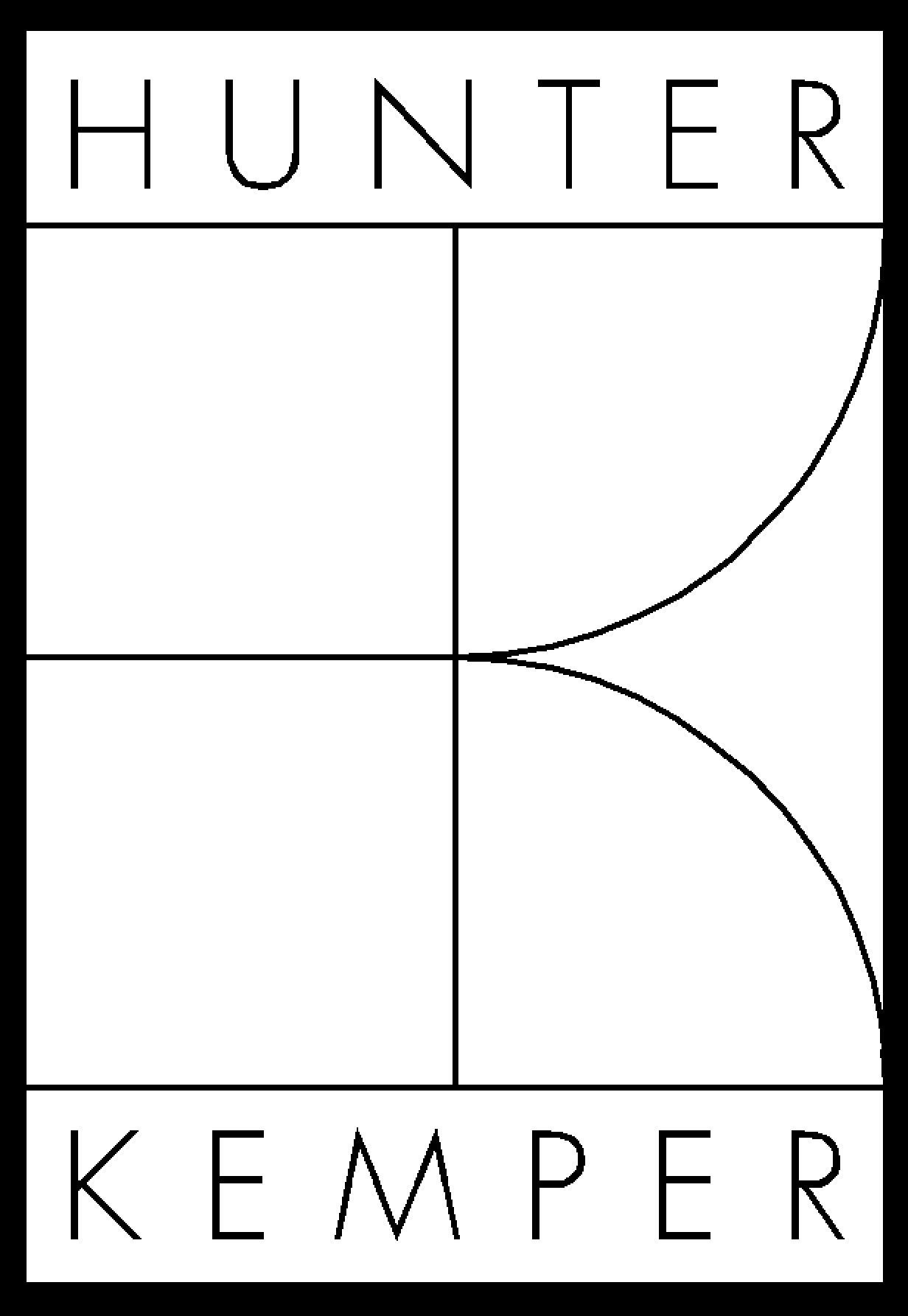
**Communities In Schools of North Carolina**

**Resource Development Workshop**

**Tuesday, October 13, 2015**



**Notes from Fundraising Activities**

**Objectives:**

* Discuss current trends and best practices for affiliate growth and fundraising.
* Discuss ideas for fund development in individual communities.
* Provide opportunities for CISNC Affiliate staff and board members to share ideas with each other and to develop some take-away ideas for their own affiliate.
* Introduce the new CISNC Resource Development Toolkit

**First Impressions about Fundraising**

***What we like about fundraising***

* We have a strong story and do amazing work
* Brand awareness
* Unrestricted funding
* Opportunity to meet, network, and make
* Connect people with causes
* Donors are a potential source for volunteers
* Kids and schools are an attractive cause
* We can help donors meet students

***What we dislike about fundraising***

* Time consuming
* Rejection
* Begging
* Not enough staff
* Competition
* Need time to cultivate
* Bill collector

**Ideas for Handling Fundraising Challenges**

***Challenge: Time***

* Time – make a list
* Letting go of control – help
* In-kind services for fundraising (e.g., Print Pieces)
* Board members are busy people (Provide assignments. Chair – follow up.)
* Start early – stay on task
* Learning to work smarter (e.g., send out agenda; be prepared)
* Engaging more volunteers (Including delegation of duties)
* Wrap up (e.g., what was good; what needs to be improved)

***Challenge: Sustainability***

* Fee-for-service model
* Contract based
* Deliverables
* Training

***Challenge: Fundraising is not a priority***

* Engage board (e.g., share financials/cash flow; put faces to the need through site visits, video, students, and staff)
* Share strategic plan
* Break down fundraising into steps (e.g., training, planning, and engage in the process)

***Challenge: Competition with other non-profits***

* Community Advocacy (people, volunteers, board that understand data and results)
* Branding – clear message. Story by those impacted by program
* Focus on Mission – repeat, repeat, repeat
* Communication with other non-profits when scheduling events – make unique and associate with your organization
* Identify target donors – segment by fundraisers, demographics

**Ideas about How the Board Can Help with Fundraising**

*Ideas generated by workshop participants.*

Build Relationships on Behalf of the Organization

1. Make thank you calls
2. Write thank you notes
3. Reach out to donors as assigned; meet for coffee/meal
4. Introduce to friends
5. Find “right” board members
6. Help recruit board members and mentors
7. Take them out to lunch
8. Work with Resource Development Committee
9. Take a Board member with you

Identify Prospects

1. Identify potential donors (Layer the connections, i.e., main contact, follow up)
2. Introduce staff to others with a passion for education
3. Introduce Resource Development person to corporate contacts; Advocate value of organization to others in your circle

Ask and Give on Behalf of the Organization

1. Make personal contribution
2. Annual Fund/Board giving; Encourage Board member donations; Encourage fellow Board members for 100% giving: Give what your heart tells you and then more
3. Birthday and holidays – instead of gifts, request donations in lieu of gifts
4. Leave something in will
5. Add notes on appeal letters
6. Secure in-kind donations

Conduct Outreach/Promotion of the Organization

1. Speak to groups; Civic group connections; Make/arrange presentations
2. Help advertise at business
3. Like/share Facebook; Share on social media
4. Advocate for the affiliate
5. Make pledge to give elevator speech to 5 people
6. Have finger on the “pulse” of each school
7. ROI – be able to articulate

Host or Help with Fundraising Events

1. Host/Welcome at event
2. Host an event (in your home)
3. Host cultivation event; Friend-raising events
4. Organize and lead a fundraising event; Volunteer for event committees or chair
5. Bring friends to an event to volunteer
6. “Girls Night Out” = Donation
7. Auction items
8. Sell tickets
9. Work at events

Ask for Tools and Materials that Help You Feel Comfortable

1. Develop an elevator speech/talking points
2. Make sure board is informed about all of the organization’s projects
3. Business cards that board members can give to people they talk to
4. Practice conversations with donors and prospects
5. Testimonials and stories from those served
6. Talking points and fact sheets for Board members

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| Suggestion: Ask your board to brainstorm its own list (e.g., small groups of board members each to fill up a flipchart page). Compile their lists similar to the list above, and add the sign-up form below.  **Board Member Sign Up Form for Resource Development Support**  **Communities In Schools of name**  **Your Name:**  There are many different ways that board members can help support our organization in fundraising and relationship building, and we recognize the importance of finding tasks that are well suited to your preferences. Ideas of ways to help are listed above. We request that you select some specific ways that you could help our organization in resource development. Please complete this form to identify the ways that you might be willing to help in the next 6 months.  **I am willing to help build relationships and support resource development by:**  1.  2.  3.  4.  5.  **Notes about when you are (or are not) available:**  **Other suggestions or notes:** |