



MEALS ON WHEELS

AUGUST 27-29, 2019

ANNUAL CONFERENCE AND EXPO

DALLAS, TX

EVENT 2.0: The Pressure to Innovate II

LINDER

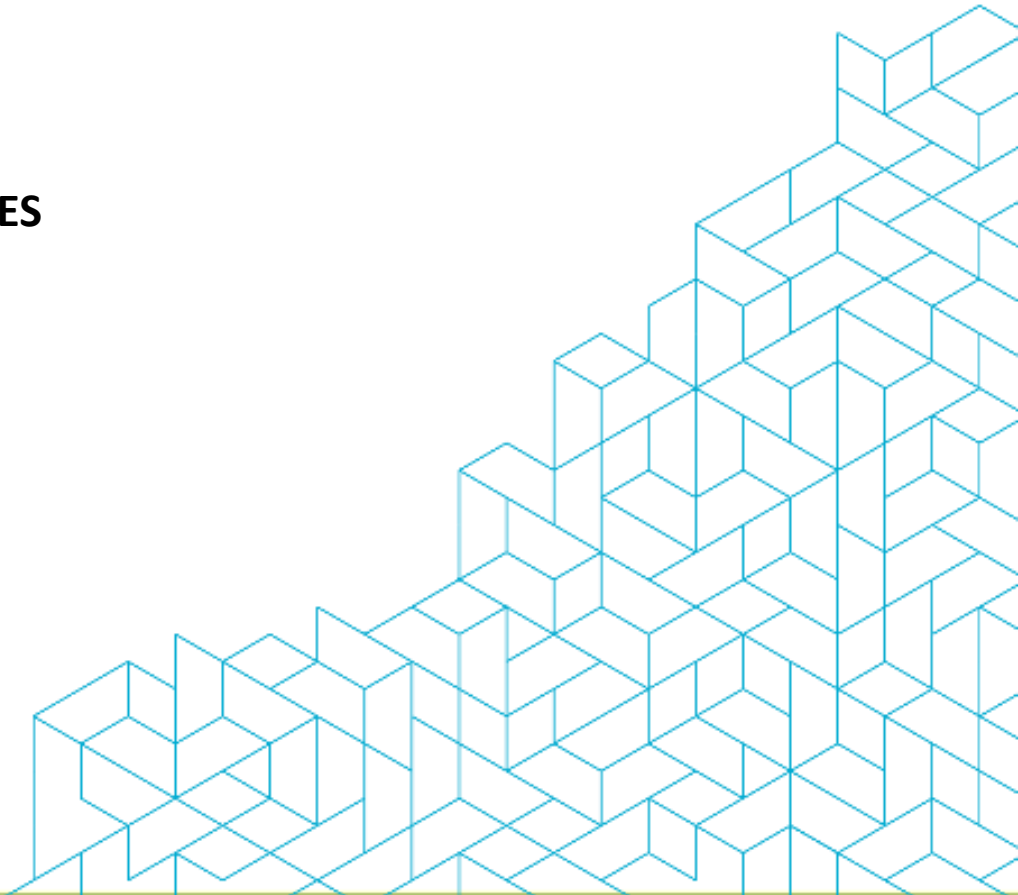
GLOBAL EVENTS

- **Rebecca Linder**
- CEO + Founder
- Linder Global Events
- Washington, DC
- Rlinder@linderglobal.com



TODAY'S CONVERSATION

OUTLINE OF TOPICS

- CASE STUDIES FROM YOUR COLLEAGUES
 - PANEL DISCUSSION
 - Q+A
 - WORKSHOP
 - SHARE
- 

MEALS ON WHEELS PROGRAM CASE STUDY



Cindy Fink

Executive Director Meals on Wheels Rowan
Salisbury, North Carolina
cfink@mowrowan.org



PROGRAM BACKGROUND

- Meals on Wheels Rowan is located in Salisbury, NC
- Serve 240 home-delivered meals M-F
- 27 routes across 511 square miles
- Suburban and Rural
- Senior Pop. now exceeds the pop. of children ages 0-18
- Staff of 2 full-time and 7 part-time staff



SITUATION

- Need to raise funds to feed more homebound seniors
- Competition from 30+ non-profit agencies, arts organizations, private schools, animal support groups, etc.
- Professional staff of 1 Full-time and 1 Part-time
- Previous Annual Fundraiser- BBQ Sale \$4,000 Net Profit
- 2016 Budget of \$ 408,000
- 2016 Contributions- \$75,000 from 42 donors
- 2018 Budget- \$639,000



ACTIONS

- Convene a fund development task group
- Convene a special events/fundraisers task group
- Identify two special fundraisers- new to the community
- Consider limitations of a small staff
- Need to keep expenses low compared to net profit
- Valentine's Day Non-Event Fundraiser
- Lobster Sale



RESOLUTION

- Valentine's Day Non-Event 2018, 2019
- Recruit event hosts at \$10,000, \$5,000, \$2,500, and \$1,000 and \$500 levels
- Send attractive invitations 800 in 2018; 1,500 in 2019
- Collect items for a gift basket (2 baskets in 2019)
- Offer a Gift Basket Drawing for all “reservations” by 2/14
- Draw the winner of the gift basket and post on YouTube
- 2018 Net Proceeds \$31,000
- 2019 Net Proceeds \$46,000



ADVICE

Look for something different

Set high goals for net profit- net at least 5 x what you spend

Don't outkick your staff coverage

Create a buzz

Fix the problems, Enhance the product

REPEAT

MEALS ON WHEELS PROGRAM CASE STUDY



Jennifer Covert

Executive Director

North Syracuse, NY

programdirector@namow.org



PROGRAM BACKGROUND

- 250 Clients
- 400-500 meal/day
- 65% County clients (WIN)
- County covers 10 zip codes
- 300 volunteers
- 13 part time employees
- Must raise \$130,000/year in outside funds



SITUATION

- 2010 -no substantial fundraisers
- Needed more funds to hire a cook
- Had no organized donor base
- Started the Annual Gala event (4 years)
- Many man power hours needed, outside costs
- 80% of funds raised were sponsors before the actual event
- Average attendee spent \$20 or less



ACTIONS

- Fall Appeal mailer started 2011
- Started “Non Event” in 2014
- Developed Donor Base via Gift works software
- Established Annual Sponsors
- Purchased list for Fall Appeal
- Changed Appeal letter



RESOLUTION

- Non Event Donor base grew from 250 (2010) to 2700 (2019)
- Average net is \$30,000 out of the gate!
- Little man power needed
- Repeat Sponsorships
- Fall Appeal donor base 11,000 to 28,000
- Average net \$30,000 (up from \$9000)



ADVICE

- Start off small-little risk
- Invest in software to manage donors
- Purchase a buy list (must spend \$ to make \$)
- Include all past and current donors to donor base
- Be creative and personal with letters/invites
- Promote events outside more than inside organization
- Know what % of budget you need to make annually

FALL APPEAL

- Quantify the donation with # of meals
- Add pictures
- Use a “Sponsor” to match donations
- Send thank you letters

Yes Jennifer, I want to help feed my elderly neighbors in need!

I would like to donate: \$16 = 4 Meals \$32= 8 Meals \$64= 16 Meals Other \$ _____
OR, make a donation online at www.namow.org Click "Donate Online!"

<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover	<input type="checkbox"/> Check
Card # _____ Exp. Date: _____	Please make check payable to North Area Meals on Wheels, Inc. 413 Church Street North Syracuse, New York 13212
Signature: _____ 3-digit Security Code: _____	

Name: _____
Street: _____
City, State Zip Code: _____

_____ Please cut here and return above portion

Dear _____

November 2017

North Area Meals on Wheels was incorporated in September of 1978. Over the 40 years, through many challenges and opportunities, our Mission has not changed. "To provide nutritious meals to Seniors..." The demand for our service has largely increased since our inception. Today, we are serving 250+ clients of whom 121 are disabled, 95 are over the age of 85 years of age and 133 live alone

North Area Meals on Wheels was incorporated in September of 1978. Over the 40 years, through many challenges and opportunities, our Mission has not changed. "To provide nutritious meals to Seniors..." The demand for our service has largely increased since our inception. Today, we are serving 250+ clients of whom 121 are disabled, 95 are over the age of 85 years of age and 133 live alone.

"Our nation's senior population is growing exponentially, outpacing the resources available to serve vulnerable older adults and putting their health and well-being in jeopardy. Meals on Wheels is a proven public-private partnership that effectively addresses the challenges of aging by promoting health and improving quality of life for our nation's most vulnerable seniors." *mealsonwheelsamerica.org*

In 2018, our 250 loyal and dedicated volunteers will prepare and deliver over 115,000 nutritious meals to seniors in our community. It requires 21 volunteer drivers each day to serve our clients.



Our volunteer drivers see big smiles like this often as they deliver daily nutritious meals. For many clients this is the support that allows them to stay in their own homes, where they wish to be. The nutritious meal and friendly visit help them cope with three of the biggest threats of aging: hunger, isolation and loss of independence.


Your donation would help us continue our mission. You and your donation are greatly appreciated. Together, **we** can have an impact on the quality of life of seniors in our community.

Please consider a gift of \$32, \$64 or more to help us provide these meals for our elderly neighbors in need.

***Driver's Village will generously match the first \$5,000 in donations.
Make your gift today, so it will be matched!
Together, we can make a difference.***

Sincerely,

Jennifer Covert, Program Director


NORTH AREA
Meals on Wheels

Our Mission: "To provide nutritious meals to seniors homebound and the disabled in northern Onondaga County."



NON GALA

- Be creative
- Sponsors
- Send thank you letters

RSVP

It is all about Senior Hunger...Not At All About a Gala
Yes, I will gladly stay home! Please accept this gift to help fight senior hunger.

- \$40** All for 10 meals for a senior,
Not at All for a new necktie.
- \$56** All for 14 meals for a senior.
Not at All for a tacky evening bag.
- \$80** All for 20 meals for a hungry senior,
Not at All for raffle tickets for items you do not need.
- \$160** All for 40 meals for a hungry senior,
Not at All for 2 tickets to a Gala

Other \$ _____


NORTH AREA
Meals on Wheels

CREDIT CARD:

Card Number: _____

Amount \$ _____

Exp. Date: _____

Signature: _____

Donate online at:
www.namow.org

*You're invited to our
4th annual Non-Event!*

*Senior Hunger is not a Gala-
So we are not having one!*

*Our Guest of Honor ---
The clients we serve.*

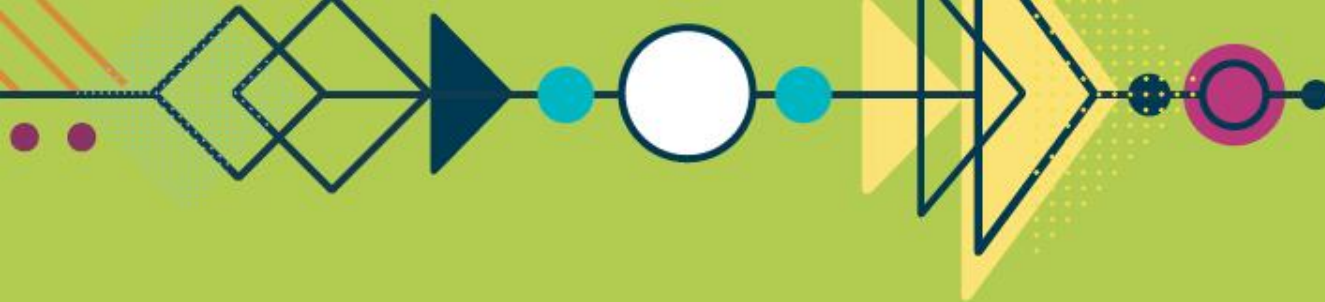
*Consider your absence our gift to
you in gratitude for your generosity.*

Senior Hunger is certainly not at all a Gala. By staying home and supporting this "Not at all a Gala" you can help us fight the ongoing increases in cost of goods, utilities and fixed overhead.

ALL we ask is that you make the most generous gift you can when you return the enclosed RSVP. NO gift is too small!

All you'll get is the joy and satisfaction of knowing you are making our community a better place by helping in the fight against senior hunger. Not to mention a whole evening of free time ALL to yourself.

So sit back, relax and help us provide good nutritious meals to our seniors.



PANEL DISCUSSION

Participants



Jennifer Covert
Executive Director
North Syracuse, NY
programdirector@namow.org



Art Crawford
Executive Director
Meals On Wheels and Silver Sage
Bandera County, Texas
art@silversage.org

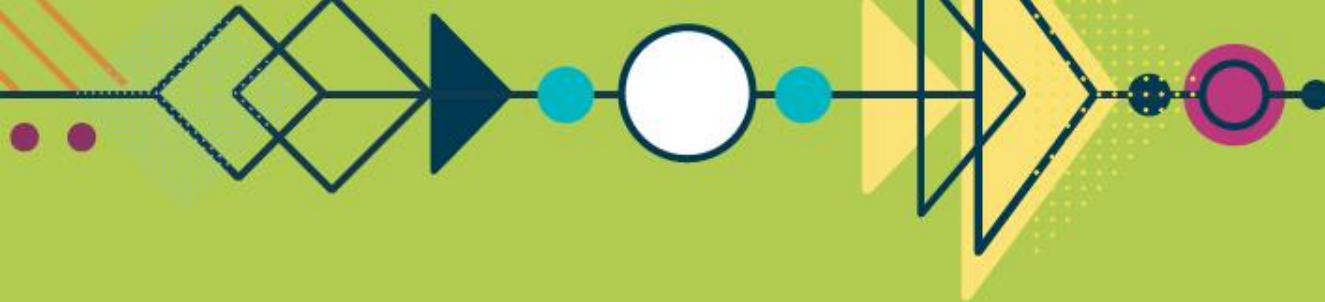


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Q&A

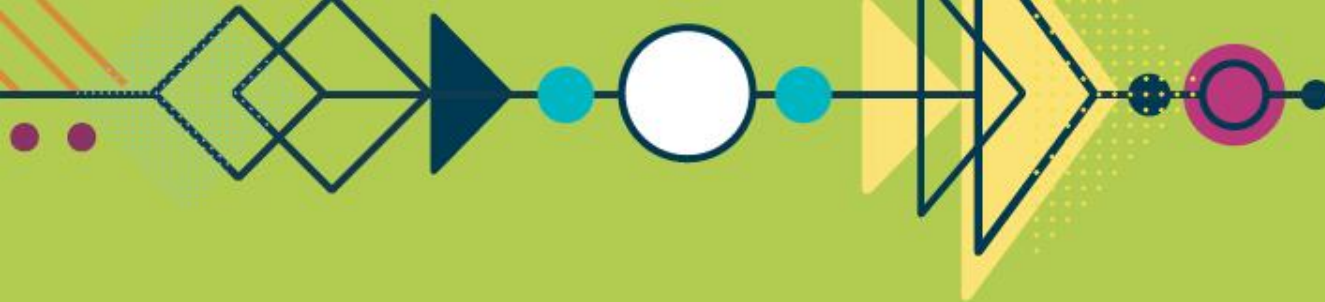
Any Questions?



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WORKSHOP

- 
- 1. How are YOU innovating?**
 - 2. Best Practices to Share**



LETS SHARE!

Let's Connect

LINDER
GLOBAL EVENTS

Rebecca Linder

CEO + Founder

Linder Global Events

Washington, DC

Rlinder@linderglobal.com



LINKEDIN

Rebecca Linder
Linder Global Events



TWITTER

@RebeccaLinder_
@LinderGlobal



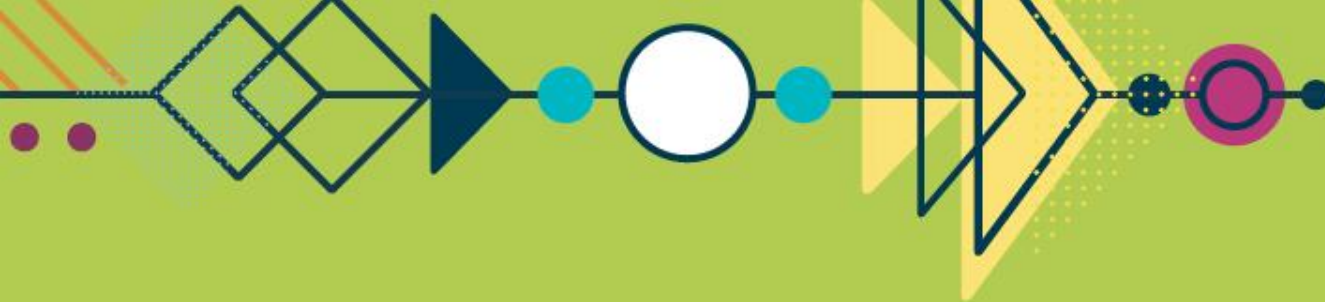
INSTAGRAM

@Linderglobalevents



FACEBOOK

@Linderglobalevents



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THANK YOU!

Don't forget to evaluate today's session in the Conference App!

