



5 AREAS WHERE YOUR BOARD COULD BE SUPPORTING YOUR FUNDRAISING EFFORTS

Presenter: Mary Beth Harrington CVA, *Passionate Nonprofit Expert*

501c³ - *Taking Nonprofits to the Third Power*

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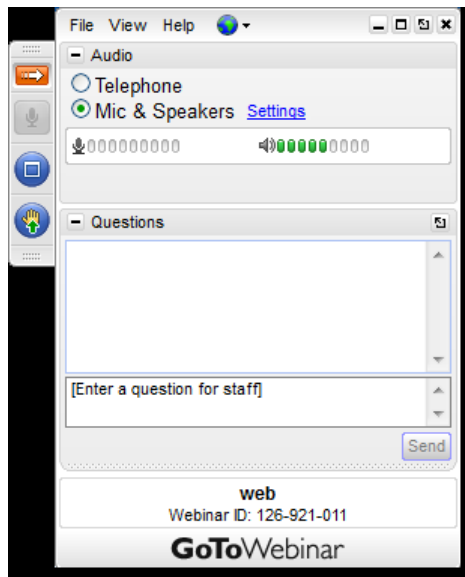
WELCOME

Ask Questions Using the Box on the Control Panel

This orange button on the upper right of your screen shows or hides the control panel



Type your questions and comments here and press send to “entire audience”



TODAY'S GOALS

- This is intended for Board Members
- Use this by showing the presentation at a Board Meeting
- Invite Board Members to identify areas for them to contribute

LEADING WITH INTENT

A National Series of Nonprofit Board Practices



- **Boards demonstrate room for improvement.**
 - *Boards earned a 2.65 or B- average*
 - Better at technical tasks, such as financial oversight and compliance, than they are at adaptive work related to strategy and community outreach
- **Board members need to speak out more.**
 - Board members essential to successful community outreach and advocacy
 - Savvy nonprofits making advocacy an explicit priority.

LEADING WITH INTENT

A National Series of Nonprofit Board Practices



- **Board members need to embrace their roles as fundraisers.**
 - Perennially, fundraising remains the great weakness of nonprofit boards.
- **Finding financial stability amid constant change requires strategic leadership.**
 - In the wake of the economic downturn, nonprofits continue to find their funding declining and the demand for their services rising.

ATTRIBUTES OF AN EFFECTIVE NONPROFIT BOARD MEMBER

- Commitment to the *mission* of the organization.
- Understanding of the board's *governance roles*.
- *Active involvement* in board activities, committees.
- *Thinking and acting strategically*; not involved in day-to-day management of the organization.
- Abiding by the Duties of *Care, Loyalty and Honesty*.
- Supporting the organization both *financially* and through *advocacy*.

RESPONSIBILITY OF FINANCIAL SUSTAINABILITY **AND** ADVOCACY



WHERE DONORS GIVE

- Charitable giving **increased** 3.5%
- Giving by individuals increased by 3.9 %
- Giving by bequests **declined** by 7.0%
- Giving by foundations increased 4.4%
- Giving by corporations increased 12.2%
- Giving to religion is **largest** 32%
- Giving to education and human services 13%
- Giving to foundations 10%
- Giving to health organizations 9%
- Giving to arts and cultural organizations 5%

Source: <http://store.givingusareports.org>

PERCENTAGE OF NONPROFIT BUDGET

- Giving by Individuals - 72%
- Giving by Foundations – 15%
- Giving by Bequests – 7%
- Giving by Corporations – 6%


Best Practice:

Diversified funding with no more than 20% from any single source


Source: <http://store.givingusareports.org>

MOST EFFECTIVE FUNDRAISING

GREAT SUCCESS RATE

- 
- ❖ Individual contributions
 - ❖ Bequests
 - ❖ Grants
 - ❖ Corporate donations
 - ❖ Special events

AMOUNT OF TIME/EFFORT

- 
- ❖ Special events
 - ❖ Corporate donations
 - ❖ Grants
 - ❖ Bequests
 - ❖ Individual contributions

WHAT IS SO SPECIAL?

About Special Events?

SPECIAL EVENT FUNDRAISERS

Which of these is the *real* purpose of a special event?

1) *To make as much money as possible?*

2) *To use the event as a way to market our mission to cultivate potential new donors and if we make a profit, all the better?*

SPECIAL EVENT FUNDRAISERS

What is the most critical element to ensure a successful special event fundraiser?

1) Marketing the event throughout the community

2) Marketing the event throughout the community coupled with 100% support by the board to promote, solicit, volunteer and attend the event.

SPECIAL EVENT FUNDRAISERS

Races, Walk/Runs,
Golf Tournaments,
Carnivals

Virtual
events

Dinners, Galas,
Auctions, Shows,
Happy Hours,
Casino, Caroling

Raffles, Yard
Sales, Product
Sales, Services

Kidnapping,
Jailing,
Imprisonment,
Petitions

Kickstarter,
Crowdfunding

<https://www.salsalabs.com/fundraising-event-ideas-for-nonprofits>

6 STEPS FOR EVENT PLANNING

- Step 1 – Organizational focus
 - *What is your mission?*
- Step 2 – Assets and opportunities
 - *What do you do better than anyone else?*
- Step 3 – Market research on your competition and community
 - *What kind of event could we own?*

6 STEPS FOR EVENT PLANNING

- Step 4 – Plan on one year for planning –
 - *Make a plan!*
- Step 5 – Cost analysis –
 - *How much will it cost in products, time and labor?*
- Step 6 – The business plan –
 - *Put it all together*

Tip – You should have all your bills paid through donations and sponsorships before you “open the doors”

RECAP

How could your Board Members
participate in fundraising for your organization
via a **Special Event**?

CONSIDER THE ALTERNATIVE TO TRADITIONAL FUNDING

Social Enterprise!



SOCIAL ENTERPRISE

- It is *unrestricted renewable income* that creates the path toward sustainability and enhances the mission.
- It is generated through sales, payment for services or other business opportunities.
- It should not replace fundraising – it is a new tool in the organization’s tool kit.

More Money = More Mission!



PERCENTAGE OF NONPROFIT BUDGET

Traditional funding is changing:

- Corporate giving is changing - directed toward investing for the long term rather than buying tables for one night.
- Government funding is diminishing and being redirected.
- Donors are tired of giving to organizations that operate with a poverty mentality.

PERCENTAGE OF NONPROFIT BUDGET

What does this change mean for nonprofit organizations?

It means a shift to earned income instead of relying on a “hand out.”

***Nonprofit is a tax designation,
not a business plan!***

7 STEPS FOR SUCCESSFUL SOCIAL ENTERPRISE

- Step 1 – Organizational focus
 - *What is your mission?*
- Step 2 – Assets and opportunities
 - *What do you do better than anyone else?*
- Step 3 – Market research on the customer
 - *Who would buy that product or service?*

*fresh cut
savings*

STARTING AT \$5.99



7 STEPS FOR SUCCESSFUL SOCIAL ENTERPRISE

- Step 4 – Market research on the competition –
 - *Who is already in the market?*
- Step 5 – Sales planning –
 - *Make a plan!*
- Step 6 – Cost analysis –
 - *How much will it cost in products, time and labor?*
- Step 7 – The business plan –
 - *Put it all together*



RECAP

How could your Board Members
participate in fundraising for your organization
via **Social Enterprise?**

NONPROFIT MAKE A WISH

**Are Grants Really the Nonprofit Holy
Grail?**

TO WRITE A GRANT OR NOT?

- Before you start your nonprofit grant writing and filling out grant applications, **STOP.**
- *Should we be applying for grants in the first place?*
- Yes!—but know what you are getting into first.....

THE MYSTERIOUS MYTHICAL GRANT PROCESS

Which of these do you believe?

Grant writing is a mysterious, capricious art



Foundations are the benevolent Santa Clauses of revenue



THE GOOD GRANT NEWS

- **There's a lot of money out there:** Over \$50 billion dollars are awarded every year through foundations and corporate grants.
- **Grants exist for any kind of nonprofit:** Are you willing to research and connect with the right funders?
- **You can fund any kind of need:** Grants exist to provide funding for capital campaigns, operational costs, endowment funding and even unrestricted funding.

THE **BAD** GRANT NEWS

- **Applying for grants is hard work:** You can't write one generic application. You need to do intense research and tailor your application.
- **Grants can't be bread and butter:** Grant-based funding isn't sustainable alone—it has to be part of a diversified fundraising plan. Most recommend around 20% of your funding be grant-based.
- **There are strings attached:** Typically, grants are allocated to fund a new program, which encourages frequent grant applicants to create new programs instead of supporting past successes.

HOW TO LOSE A GRANT IN 10 STEPS

- 1) Don't Research** – Apply for a grant for which you are not qualified.
- 2) Don't Tell a Story** – Make sure your application has a beginning, middle and end.
- 3) Don't Read the Fine Print** – Make sure you read all the grant requirements before you apply.
- 4) Don't Accept Partial Funding** – Grantors often prefer to provide partial funding to two nonprofits
- 5) Don't Make Friends** – Build and maintain a relationship with the grantor.

HOW TO LOSE A GRANT IN 10 STEPS

6) Don't Turn in Reports/Data – Be sure to turn in all required documents on time.

7) Don't Do What You Said – Be sure that you are able to meet all of the criteria you set.

8) Don't Invite Grantor To Your Place – Let the grantor see the impact of their funding.

9) Don't Say Thank You – Board members, staff even recipients should thank the grantor.

10) Don't Ask Again – Ask again if appropriate but don't make any assumptions.

4 STEPS TO GRANT SUCCESS

- Step 1 - Create a diversified fundraising plan
- Step 2 - Make sure you have the resources and time to research
- Step 3 - Find a qualified writer who has experience writing grants, or invest in grant writing training for an existing staff member.

Caution: Never hire a grant writer with the expectation to pay them a % of the grant funding or only if you get the grant!

4 STEPS TO GRANT SUCCESS

- Step 4 - Commit yourself to applying to a grant *only* if you:
 - Match *all* the foundation's qualifications
 - Conducted research and write a *tailored* application
 - You apply only for the kinds of funding you *already* identified you are pursuing in your fundraising plan

Most first-time grants are rejected. It's rare to be accepted without an existing relationship with the foundation. "No" might mean "no for now." Grant writing is the long game.

GRANT RESEARCH RESOURCES

- GuideStar - <https://www.guidestar.org>
- Charity Navigator - <http://www.charitynavigator.org>
- Foundation Center - <http://foundationcenter.org>
- GrantStation - <https://www.grantstation.com>

Gear Up With GrantStation and TechSoup

Are You Registered at TechSoup?
You can get a GrantStation Membership
for only \$99 on May 3 and 4.

RECAP

How could your Board Members
participate in fundraising for your organization
via **Grantwriting**?

READY OR NOT...

MILLENNIALS ARE COMING





Traditionalist 1925-1945
(38.6 Million) Ages 68-88



Baby Boomers 1946-1964
(78.3 Million) Ages 49-67



Gen X-ers 1965-1979
(62 Million) Ages 34-48



Millennials 1980-2001
(92 Million) Ages 12-33

WHY THEY MAY NOT BE GIVING

- Affordability – think they can't afford to give
- Knowledge – don't know where to give or how to evaluate the effectiveness of organizations
- Impact – believe their limited funds can't make a difference



Source: The One Percent Foundation

WHY SHOULD YOU CARE?

- Entitled
- Optimistic
- Civic minded
- Close Parental Involvement
- Values work-life Balance
- Impatient
- Multitasking
- Team Oriented



Source: Cause for Change – The Why and How of Non Profit Millennial Engagement

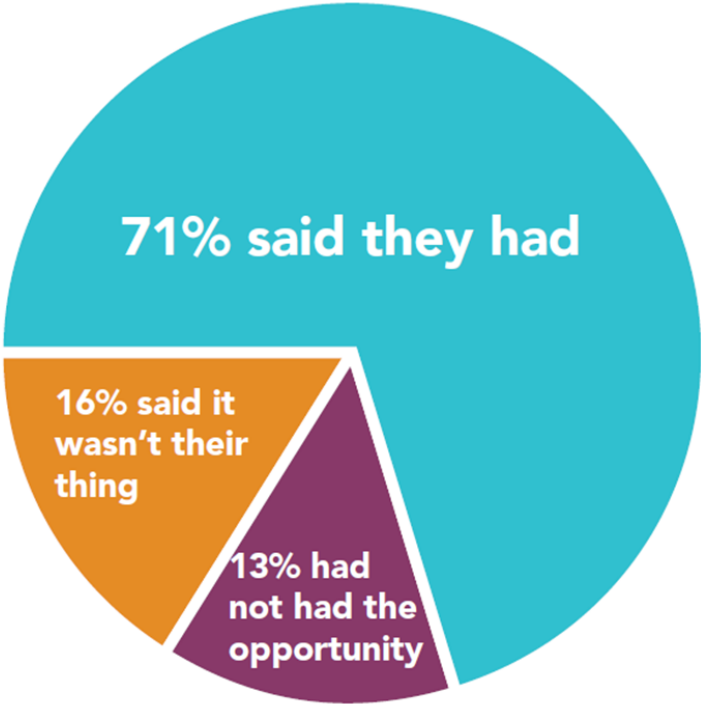
HOW ARE YOU DOING?

HOW DO YOU PREFER TO LEARN ABOUT NONPROFITS?



Source: Millennial Impact Report - 2012

HAVE YOU EVER RAISED MONEY FOR OR ON BEHALF OF A NONPROFIT?



Source: Millennial Impact Report - 2012

TOOLS FOR YOUR QUIVER

- Sharable Content
- Stories
- Pictures
- Facebook
- Responsive Design
- P2P (Peer to Peer)
- Giving Days



GIVING DAYS



#BigGiveHouston

A Global Day of Giving
#Giving Tuesday

GIVING DAYS

- #GivingTuesday 2015 raised 63% more than 2014.
- Donors are 34% more likely to give on responsive websites
- Email fundraising accounts in 1/3 of all revenue raised online
- 60% of millennials donate an average of \$481 to nonprofits each year

GIVING DAYS

- Online donors aged 55-64 are the most generous
- Individuals that earn \$25,000 or less donate the largest share of their income to charity
- 19.8% of nonprofit event registrations occur on mobile devices
- May 6, 2014 was the largest single day of giving in US history

GIVING DAYS

- Not about activating current donors but **cultivating** and **engaging** new donors
- Driven by social media (Facebook, Twitter, Instagram) etc.
- Board support essential for effectiveness
- 99.9% operated via online donations
- Showcases ease of utilizing this format and offers opportunity for episodic commitments
- Prediction: 3-5-10 years the **ONLY** way to secure donations

RECAP

How could your Board Members
participate in fundraising for your organization
to engage Millennials?

BOARD MEMBERS AS FUNDRAISERS

MORE TO IT THAN THE “ASK”

BOARD MEMBERS AS FUNDRAISERS

- Set expectations
 - Include role as fundraiser in board recruitment
- Communicate how fundraising relates to the mission
 - Understand you play an integral part in development
- Train board members
 - Seasoned board members teach fundraising to new board members at retreat
- Buddy up
 - Pair the least comfortable with those most comfortable to help them out

BOARD MEMBERS AS FUNDRAISERS

- Fundraising is the board's fiscal responsibility
 - It's part of the gig
- Fundraising is a skill that can be learned
 - You just need training
- Don't neglect introverts
 - Quieter board members can be the best fundraisers
- You don't need "affluent connections"
 - You just need to be good at connecting with people

BOARD MEMBERS AS FUNDRAISERS

- Read
 - Marshall Howard's *Let's Have Lunch Together*, Penelope Burk's *Donor-Centered Fundraising*, and David Sternberg's *Fearless Fundraising for Nonprofit Boards*
- One fundraiser isn't enough
 - You're at a disadvantage if board members don't join in
- There's more to fundraising than the "ask"
 - Board members play a part in donor identification, cultivating potential donors, stewarding existing donors
- Be intentional about meeting and calling people
 - People appreciate being genuine and upfront with your intentions

TALK STORY

- Identify four or five supporter types/profiles
- Have board members call donors and ask:
 - What is it that we do well?
 - How did you get engaged in your cause?
- Two things emerge:
 - Rebuilds the connection because it reminds them why they care about your organization
 - Identifies what programs people want
- Use social networks and social media to reach new people!

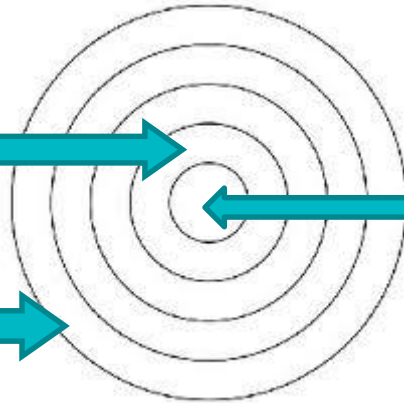
ADVOCATE EVERYDAY

- Once a week tell someone about organization
- Be the “go to” person for information on organization
- Effective board members serve on one board at a time
- Loyalty
 - Faith Based Organization
 - School
 - YOUR Organization

One Board
Member



All Board Members



**YOUR MOW
Organization**



“FRIEND” RAISING BOARD RECAP

- Step 1 – Board member introduce “friends” to organization
- Step 2 – Follows meeting with phone call or note
- Step 3 – With permission, “Friend” is added to organization communications
- Step 4 – “Friend” is invited to see programs in action
- Step 5 – Board member follows tour with phone call or note
- Step 6 – “Friend” is invited to **Call to Action** event

<http://www.benevon.com/index.htm>

BOARD MEMBERS AS FUNDRAISERS

- Realize alternatives to fundraising if the Board does not fundraise
 - Reduce services?
 - Close?
 - Change the mission?

<http://www.nonprohithub.org/fundraising/transform-your-board-of-directors-into-fundraising-champions/>

TAKEAWAYS

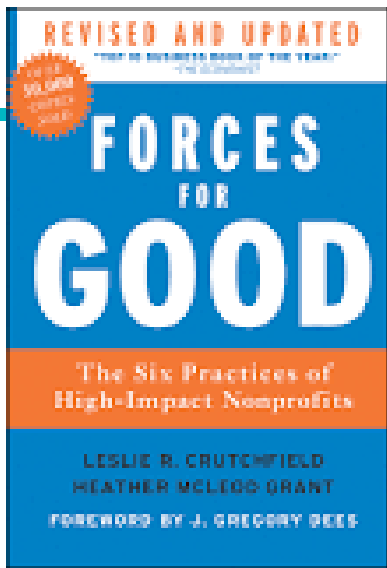
- Show this presentation to at a Board Meeting or Retreat
- Make sure your Board Members are educated on challenges with each of these areas.
- Discuss ways for your Board Members to engage in your organizations fundraising efforts
- Share ideas on ways to allow Board Members to engage in fundraising!

WHERE TO GO FOR MORE INFORMATION



FAVORITE NONPROFIT WEBSITES

- ❖ GrantStation – www.grantstation.com
- ❖ Chronicle of Philanthropy - www.philanthropy.com
- ❖ Nonprofit Quarterly - www.nonprofitquarterly.org
- ❖ Blue Avocado – www.blueavocado.org
- ❖ BoardSource - www.boardsource.org
- ❖ Idealware – www.idealware.org
- ❖ TechSoup – www.techsoup.org
- ❖ Nonprofit Risk Management Center – www.nonprofitrisk.org
- ❖ Independent Sector – www.independentsector.org
- ❖ C-Forward – www.cforward.org
- ❖ Texas C-Bar – www.texasbar.org



Authors: Leslie Crutchfield
and Heather McLeod
Grant

1. Advocate and Serve
2. Make Markets Work
3. Inspire Evangelists
4. Nurture Nonprofit Networks
5. Master Art of Adaptation
6. Share Leadership

MARY BETH HARRINGTON, CVA

- 10 years corporate marketing, public relations, advertising (psychiatric hospitals, DFW Tourism, cinnamon rolls)
- **Carter BloodCare**, Marketing Director
- **Dallas Zoo**, Graphics Specialist
- **Dallas Public Library**, Volunteer Coordinator
- **Volunteer Center of North Texas** – Agency Relations Director
- **Austin Public Library Foundation** – Executive Director
- **TANO** – Community Outreach Director
- **San Antonio Area Foundation** – Curriculum Development Director
- **501c³ - Taking Nonprofits to the Third Power** – President
- **Leadership Texas Class of 2015**
- **Leadership America Class of 2016**



501c³ – Taking Nonprofits to the Third Power

CONNECTING - COLLABORATING - CONSULTING

- Texas CASA
- US Tennis Association (USTA)
- Meals on Wheels of America
- Texas Association of Museums
- Habitat for Humanity Texas
- Texas Association of Nonprofit Organizations (TANO)
- Arkansas Literacy Council
- Keep Texas Beautiful
- Literacy Texas
- Texas Library Association
- Healy Murphy Center
- San Antonio Nonprofit Council
- DFW AFP Philanthropy Conference
- AFP Oklahoma



501c³ – Taking Nonprofits to the Third Power

CONNECTING - COLLABORATING - CONSULTING

- Volunteer Management Services
- LeadershipPlenty Modules
- Nonprofit Management Courses
- Strategic Planning
- Succession Planning
- Change Management
- Advocacy
- Understanding the Nonprofit Sector
- Social Media & Marketing Courses

Our services start with a *free* conversation to assess your situation; together we then determine what elements of support you may need and provide you with an individualized proposal based on those needs and budget. Through our skilled diagnosis, we ensure that you receive the level of support you need at a price your agency can afford.

***Our mission is to Unleash the Power of the Nonprofit Community
by generating Confidence, Competence and Collaborations!***



501c³ – Taking Nonprofits to the Third Power

CONNECTING - COLLABORATING - CONSULTING

- Programs for Conferences and Resource Centers
- Customized Programs for Individual Nonprofits
- Strategic Initiative Retreats for Nonprofit Boards
- Nonprofit Interventions for Staff, Boards and Volunteers
- Certified ToPs (Technology of Participation) Facilitations
- Qualified LeadershipPlenty Courses
- Constant Contact - Authorized Local Expert
- Certified CCAT (Core Capacity Assessment Tool) Evaluations
- Association Management Consulting Targeting Membership Growth Dynamics
- Volunteer Program Assessments

Free Nonprofit Career Counseling for Universities as well as Individuals

Free Nonprofit Referrals and Resources

ENGAGE WITH THE ACADEMY ONLINE!

Join our LinkedIn Discussion!



- <https://www.linkedin.com/groups/7062647>

Follow us on Twitter!



- @MOWAcademy



MEALS on WHEELS™
LEADERSHIP ACADEMY

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