

Caring & Sharing

April, 2009

8:30-10:00 a.m.

Minutes

In attendance: Patrick Garcia, Mark Dorr, Pam Rud, Becky Dixon, Erin Bergstrom, Wanda O'Donnell, Jane Bradley, John Ecurate, Jodee Hinton, Candace Sindoris, Christie Brucher, Rosie Duran, Erich Phillips, Meghan Coleman, Ashley Kasprzak, Carrie Landers, Gregg Saffe, Kiersten Guerrero, Katie Reiff, Lynn Osterle-Zollner, Joyce Dickens, Louisann Levy, Marissa Gaven, Kathy Miner, Gail Barrera, Pam Gansen, Brenda Guzman

Presentation—

Ashley Kasprzak, JVA Consulting

- 3 strategies for fundraising: acquiring donors, retaining donors, deepening relationships with donors
- Focus on developing/deepening relationships with multiyear donors
- People involved in an organization usually tell their network about it
- Recognize major donors in some way
- Direct mail—tend to get 2-3% return. Continue once per year if already doing it
- Portals for online giving: idealware.org, giving first helps promote online giving with no credit card fees. Organizations must have a minimum of \$25,000 operating budget
- Mobile accord—text giving. Allows for a flat \$5 donation by hitting 5 numbers. Required \$3-500 start up fee and charge of .40 per contribution
- Twitter and Facebook —can be used for online contributions by setting up causes or “tip joy”
- Provide multiple options for donors
 - encourage pledges via monthly, quarterly or annually
 - Business partnerships—businesses donate certain amount of sales during a given time
 - Donor Circles—ask each member to donate at small meetings such as book groups

Deb Hayman Polk—PVH Foundation

- Foundation began in 1976 to raise money for internal services
- Staff later went to the board to request extension of focus on community causes
- Board then became a development council with each board member chairing a committee. There are now over 100 people involved in the foundation
- Have begun telling stories to share how donor money is working
- Fundraising is about building relationships
- Good to ask donors “what are you passionate about?” and help steer them in that direction, even if it means away from your organization. It will benefit your organization in the long run
- Foundation looked at their own staff to ask how they could create generosity within their own organization. Guardian Angel program is one example. Allows patients to recognize their caregivers who are then awarded at special presentations. Have now added the piece that patients can give to the hospital in that caregivers name.
- Thank donors/investors in unique ways, get creative. Use the kids or clients in your program to thank donors
- Even in this economic downturn, there is more gift giving than ever. Smaller amounts given, but more people are giving. It's actually an abundant time and organizations can capitalize on the generosity of donors by focusing on a positive message
- Look toward individual donors and broaden your income base
- Share information about working with other organizations and how your stretching the dollars given
- Use fundraisers as seed money for new programs or projects
- Analyze the cost of raising money. If you don't net \$10,000 or more at a special event, its not worth doing

- Survey donors for their motivation and how they like to be recognized

Wanda O'Donnell—United Way, Technical Assistance Partnership

- TAP was developed to help organizations find resources to carry out their mission
- Have seen an increase need for specific one on one support and less turnout for classes
- Planning a 1 day symposium on May 19 at Timberline Church. Cost will be \$49 with breakfast and lunch provided. Will cover board development, fundraising, special events, social networking, marketing, financials, etc. Will also have panel discussions by foundation representatives and instructors. May have some focus groups to gear TAP toward the needs of local organizations. More information to come.
- \$30 fee to join TAP. Provides some grant supported consulting services for things like bylaw development or board retreats
- Wanda also works on the Business Cares program working on employee volunteer programs

Sharing

- Adoption Dreams Come True—1st anniversary of the Dream Room which provides supplies for babies birth to 2 years old including diapers, clothing, equipment and toys
- Basecamp summer registration open. Sliding fees and scholarships available
- Hospice is having a tennis tournament in June
- Macdonald Family Charity provides “dreams” to chronically ill children or children from foster care. Open application to nominate a child. Go to macdonaldfamilycharity.org for application
- Lutheran Family Services is having a fundraiser on May 18
- Character Fort Collins is having a Family Seminar on May 2 and have 60 scholarships available. Also accepting nominations for the CHAMP senior scholarship high school athletic program
- Matthews House is having a fundraiser on May 7 called Cultivate Hope
- Christie Brucher from PSD is going to the capital to talk about after school care; will also be doing the “Got What it Takes” program in Wellington this summer
- Reflections for Youth is having a Laser Tag family night fundraiser on April 26 from 5-8 p.m. in Loveland.