

# Increasing Agency Sustainability with Private Sector Fundraising

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# The Need for Plan B

- Volatile Government funding
- President Obama's mandate for CAAs to compete for funding.

**Moving to Solutions**

# Desired Outcomes

- ❑ Strategic Plan
- ❑ Marketing Plan with Social Media Plan
- ❑ Fundraising Plan



# Increasing our independence

- Developing alternative revenue streams
- Looking at what we do differently: Cost/Benefit at all levels
- Shifting the culture of our Agencies

# Revealing the best kept secret in town...

- **Increasing Awareness**

- **Strategic plan**

- The best roadmaps are thorough & clear
- Being honest, concise & focused

- **Marketing plan**

- Why do our Clients, community partners & potential donors want to associate with us
- How to present ourselves to internal & external stakeholders and partners
- Strategic & tactical

- **Fundraising plan**

- Identifies the best donors
- Provides strategies to find donors
- Quantifies goals with results



# Developing Diverse Revenue Streams

- Government grant machine - keep it oiled and running.
  - Maybe things could change.
- Private Sector Fundraising
  - Appeals & Campaigns
  - Private Foundation Grants
  - Individual & Corporate Giving
  - Major Gifts
  - Planned & Legacy Giving
  - Endowments (Simpler than thought)
  - Events with net positive cash flow
- Private – Public Partnerships



# Doing things differently

- **Cost/Benefit Analysis**
- **Communications**
  - 5-7 touches minimum
  - Multiple communication touchpoints
  - Targeting-targeting-targeting the audience
- **Events**
  - Low & High Impact, Low & High Cost Matrix
- **Appeals**
  - End of Year Giving Season – staffing appropriately
  - Starting early on the Annual Appeal



# Shifting our Culture

FROM: We rely on Government funding ...

**TO: Our Agency is funded through private & corporate donations as well as Government grants.**

- Parallel path for the time-being
- With current trends, fundraising from private sector could eventually be primary funding
- Entrepreneurial, bottom-line thinking
- Good to Great!



# Plan 1 of 3: Agency Strategic Plan

- Adding on to the farmhouse over time
- Planning
  - Step 1: Comprehensive review of the Agency & Honesty.
  - Step 2: The Reality Check: SWOT for all aspects of Agency.
  - Road map – Realigning to the Mission
- Tracking progress
  - Measurable results
- How
  - DIY
  - Consultants and/or Software



# Plan 2 of 3: Agency Marketing Plan

- Key Differentiators & Your Remarkable Difference
- Consistent messaging & branding
  - The tagline encompasses your mission from client & donor perspective
  - Clearly identifying who we serve, our target Clients, why we rock, why the community (and donors) are better off with us in town
- Communication Strategy
  - Communication vehicles: online, mobile, face-to-face, print, radio, TV
  - Value-Added, Value & Association Desired by Donors & Clients
  - Frequent, relevant, systematic communication & community involvement

*CAP Sonoma: Creating a Safer, Healthier & More Prosperous County*

# Messaging

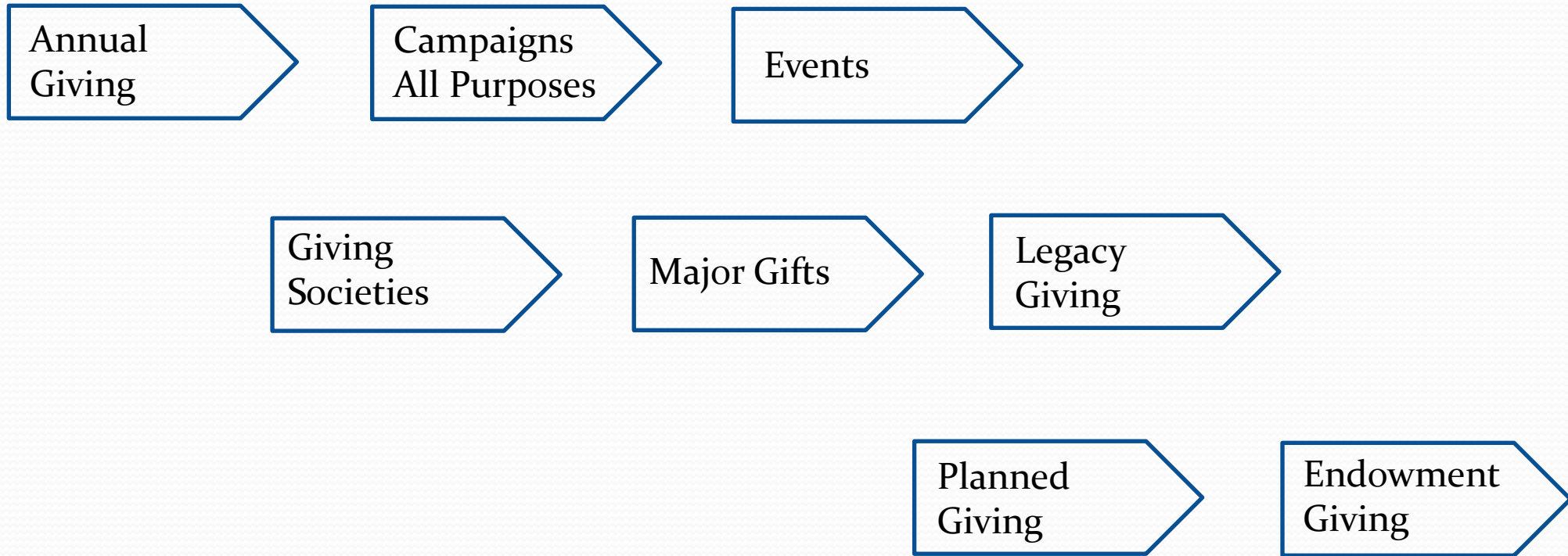
- Is the elevator 3 or 111 floors?
- Stating the mission in 120 characters
- Taglines – the household words



# Plan 3 of 3: Agency Fundraising Development Plan

- Baseline – figure where you are at.
  - What's been raised from what sources, by whom, for past 3-5 years
- Know your current sources of private funding
  - Private individuals (major gifts, individuals, corporations, private foundations)
  - Donor database building & management
- Define what you want to raise for what purpose.

# Fundraising Continuum



# Donor identification

- Prospective donors – list who & their giving potential
  - Donor qualification – 80% of Development time before the donor meeting happens
  - Effective ways to cultivate (tours, events, lunch, words: online, print or handwritten)
  - Be realistic about cultivation time (12-18 months is standard for major gifts or endowment asks)
- The Gift Chart
  - Define how much can be raised from each source, for each purpose
- Ambassadors, Advocates & Askers at Staff and Board Levels
- Asking is easy
  - When it's done at the right time

# Now What?

- Next Steps - Internal
  - Work with your PRD Staff on reality check & future strategy
  - Engage the strategic & planning Board members
  - Identify highly networked members and fundraisers on your Board
  - Empower the entire staff in the messaging & donor identification
  - Determine how to get the planning done (DIY or consultants)
- Next Steps – External
  - Make & Take the Time to Be Visible in the Community
  - Ambassadors, Advocates, Askers

# Appendix

- Links to Resources
- Gift Chart Template
- Elevator Pitch & Tweet Templates



# Planning & Fundraising Resources

## Strategic Planning & Marketing Planning Software

- Palo Alto Software: <http://www.paloalto.com/products/solutions/nonprofit/>
  - Note: need to customize but the thinking behind the planning is top notch

## Consultants and Organizations

- The Bristol Group, Nancy Bristol. [www.bristolstrategygroup.com](http://www.bristolstrategygroup.com)
- Klein & Roth Consulting. [www.kleinandroth.com](http://www.kleinandroth.com)
- CompassPoint. [www.compasspoint.com](http://www.compasspoint.com)
- Online Resources & Suggested Reading
  - [www.virtualcap.org](http://www.virtualcap.org)
  - <http://www.virtualcap.org/viewprogram.cfm?pid=216>
  - Nonprofit Sustainability, by Bell, Masaoka, Zimmerman, Wiley Publications, 2010.

# Gift Chart Template

Community Action Main Town USA  
La Dolce Vita Project  
Gift Chart

## 2013-16 Capital Campaign

Amount Needed: \$2.5 million

Current Donor Database / Prospects Aggressive Capacity: \$1,447,500

Shortfall: \$1,052,500

GIFT AMOUNT (\$)	# GIFTS	# PROSPECTS/ FOUNDATIONS	CUMULATIVE TOTAL (\$)
500,000	2	4	1,000,000
100,000	2	4	1,200,000
75,000	1	2	1,275,000
50,000	1	4	1,325,000
25,000	2	4	1,400,000
10,000	3	5	1,430,000
5,000	2	4	1,440,000
2,500	5	3	1,447,500

# Templates

**Elevator pitch attributes: Concise, use your tagline, consistent messaging, don't use too many words, be authentic & sound like you (not like a pitch), and always have a call to action.**

- [I work at...] [I am on the Board of...] Community Action Partnership Sonoma County. We are a large nonprofit Agency with 23 programs dedicated to creating a safer, healthier & more prosperous Sonoma County. Our programs are focused on early & teen education, parent education, transitional housing, asset development & economic prosperity so our Clients can become self-sustainable. We provide direct services to 6,100 people & touch the lives of over 10,000 annually. Are you familiar with us? [yes/no] Would you like a tour? [yes/no] Here's my card.

**Per ROMA: add population, services, outcomes, relationship...**

- Community Action partners with local government and other CBOs to provide health and human services to low income people of Sonoma County to create movement out of poverty or economic sustainability

**NCC-1701 Warp Drive –Retweetable pitches for Sir Richard Branson types**

- 149 character s...too long!: Community Action Partnership changes lives by helping people become self-sustainable through early education, economic independence & health programs
- 123 characters...just right: Community Action Partnership helps people be self-sustainable with programs in early education, economic independence & health