



Diabetes
Education & Camping
Association



DYF DIABETES • YOUTH • FAMILIES



camp kudzu
We've Got Diabetes Covered!

POSITIVE FUTURES IN DIABETES CAMPING

February 18-19



The Do's and Don'ts Of

development



Facilitators:
Janet Kramschuster &
Rob Shaw

Goals ✓

Develop understanding about effective methods of raising money for camp programs.

Share knowledge and real-life experiences that you can use to increase your fundraising success.

Lay the groundwork for success - a clear fundraising plan - and provide some practical tools to make the plan a reality.

Agenda & Discussion Items

Welcome

Meeting Goals & Discussion

Creating a Balanced Portfolio

Best Practices and “Tips”

Individual & Major Giving

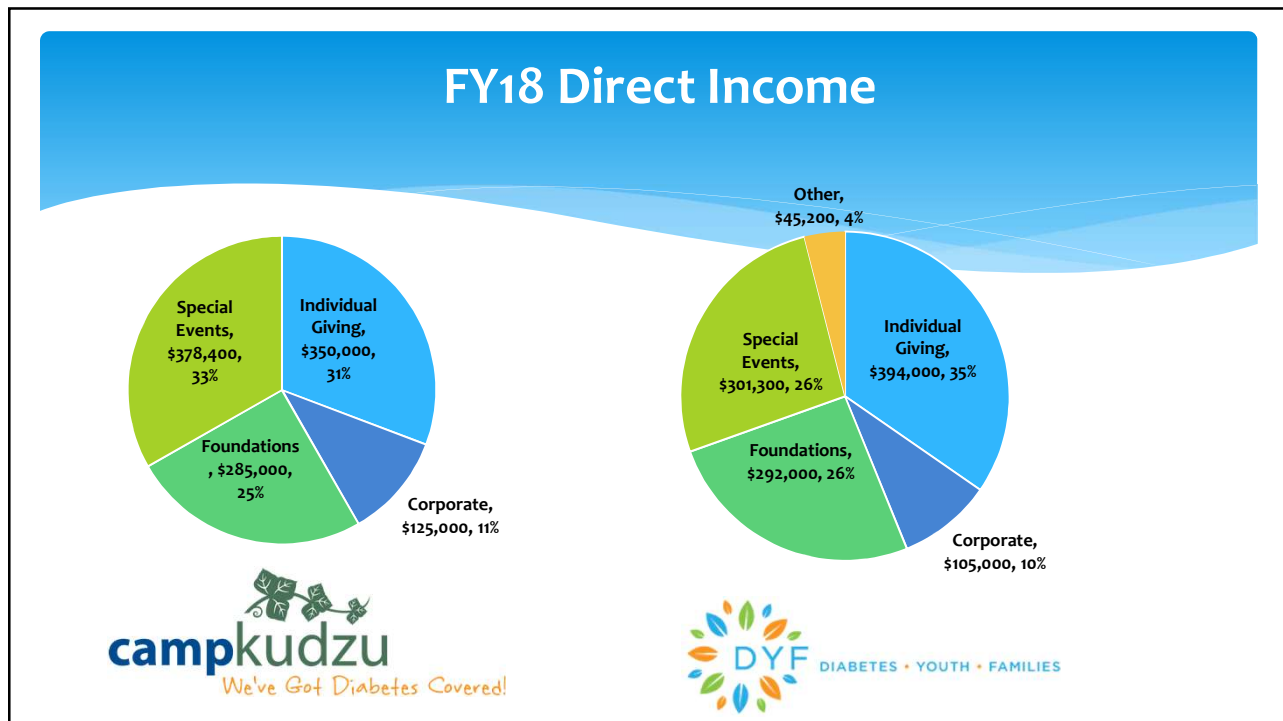
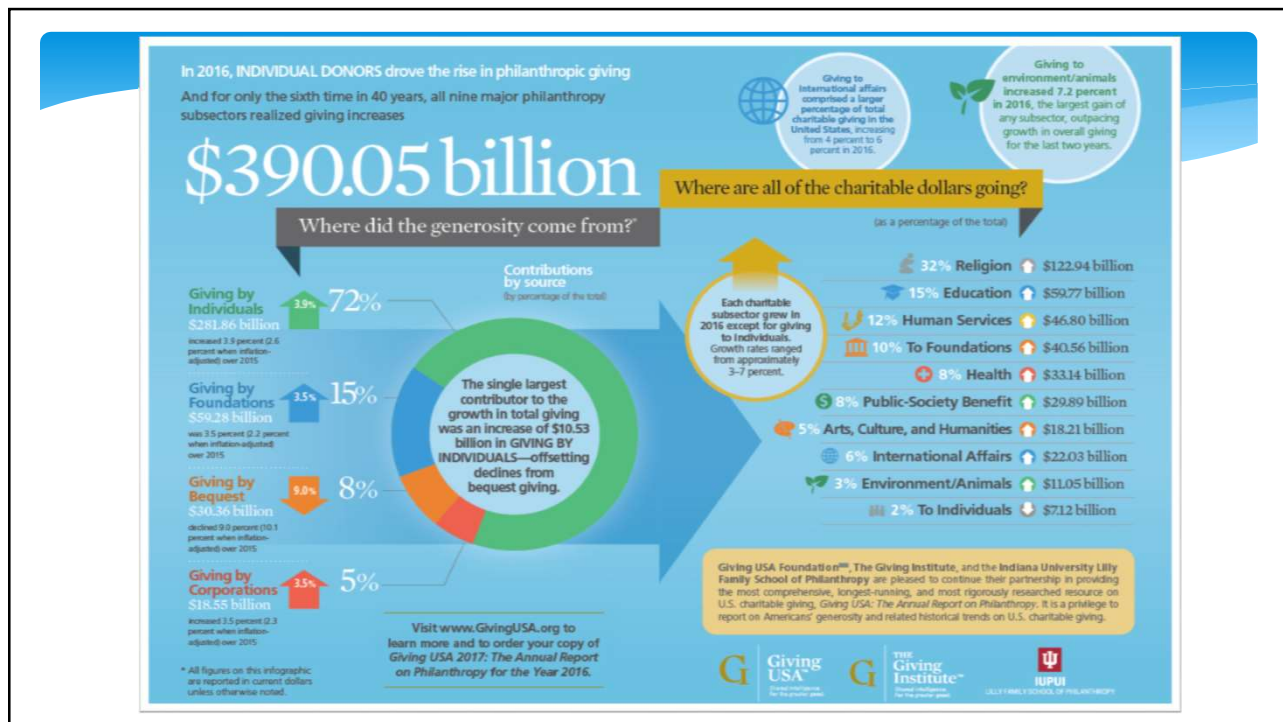
Corporate Support & Partnerships

Foundations & Grants

Special Events and 3rd Party Events

Team Exercises/Roundtables

Q&A and Discussion



FY18 Priorities & Goals



- Increased focus on Individual Giving (Major and Multi-Year Gifts)
 - * Compass Society >\$1,000
- Foundation Giving
- Special Event Revenue & 3rd Party
- Corporate Partnerships



- Growing individual giving opportunities (Circle of Impact, \$5000+ level)
- Growing the base of donor pyramid (lower level donors to feed pipeline)
- Increasing Gala net revenue
- Three targeted mail campaigns – one specifically for facility improvements
- Securing Capital Improvement grants for aging facility

Key metrics for discussions with future donors

Total support & revenue received

FYE 9/2017 = \$2.527M

Total cash received = \$1.264M

- Cash contributions and donations - \$557K
- Cash program revenue (Camp fees) - \$373K
- Cash special events (Luncheon and golf) - \$334K

Total in-kind = \$1.263M

- In-kind supplies - \$644K
- In-kind services - \$619K



Total support & revenue received

FYE 12/2016 = \$2.562M

Total support received = 1.576M

- Cash contributions and donations - 678K
- In-kind supplies - 589K
- In-kind services - 309K

Total revenue received = 579K

- Cash program revenue (camp fees) - 556K
- Investment income - 5000
- Other income - 18K

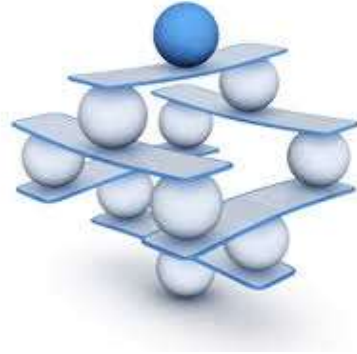
Other

- Net assets released from restrictions - 407K

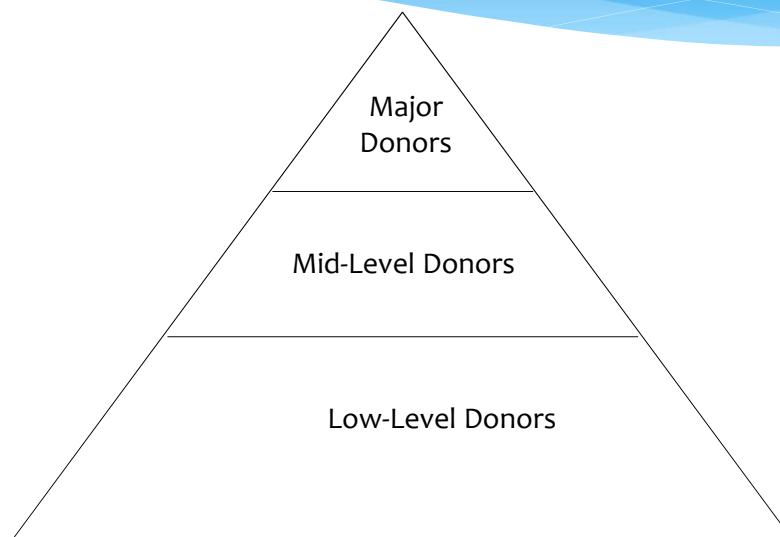


Striking a Balance: A Balanced Portfolio

- Individual Giving & Major Gifts
- Special Events
- Corporate Sponsorships & Partnerships
- Grants
- 3rd Party Events & Fundraise Your Fee



The Donor Pyramid



Find donors...

...by asking board members and volunteers to refer friends and family.

...at your events.

...at partnering organizations.

...on your mailing and email lists.

...among your existing donors.

... at your programs.



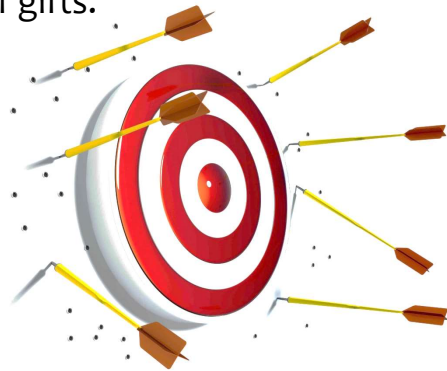
Most Productive Method: IN-PERSON SOLICITATION



- 70% of contributed funds for most nonprofits come from individuals
- 90% of gifts come from 10% of donors
- Identify people with means through research
- Then find people who know them and who will introduce you to them
- Invite them to get acquainted with your organization, attend events, volunteer
- Listen to their interests and increase their involvement accordingly
- Invite them to help sponsor activities
- THANK them

Ineffective Approaches

- Failure to demonstrate accountable use of gifts.
- Playing on guilt
- Flashy campaign, expensive materials
- Asking people to bail out deficits
- Failure to build trust before asking
- Failure to connect person with mission
- Pestering
- Hoping somebody else will do it



Developing the Case of Support



- Begin with the why: what is our mission?
- Then state the what: what do we want to achieve?
- Then state the how: how will this new or current project meet a need and fulfill mission?
- Then who: who we are and how well we have been serving our constituencies.
- Finally, what specific action do you want the reader or listener to take?

Special Events: What to Consider?



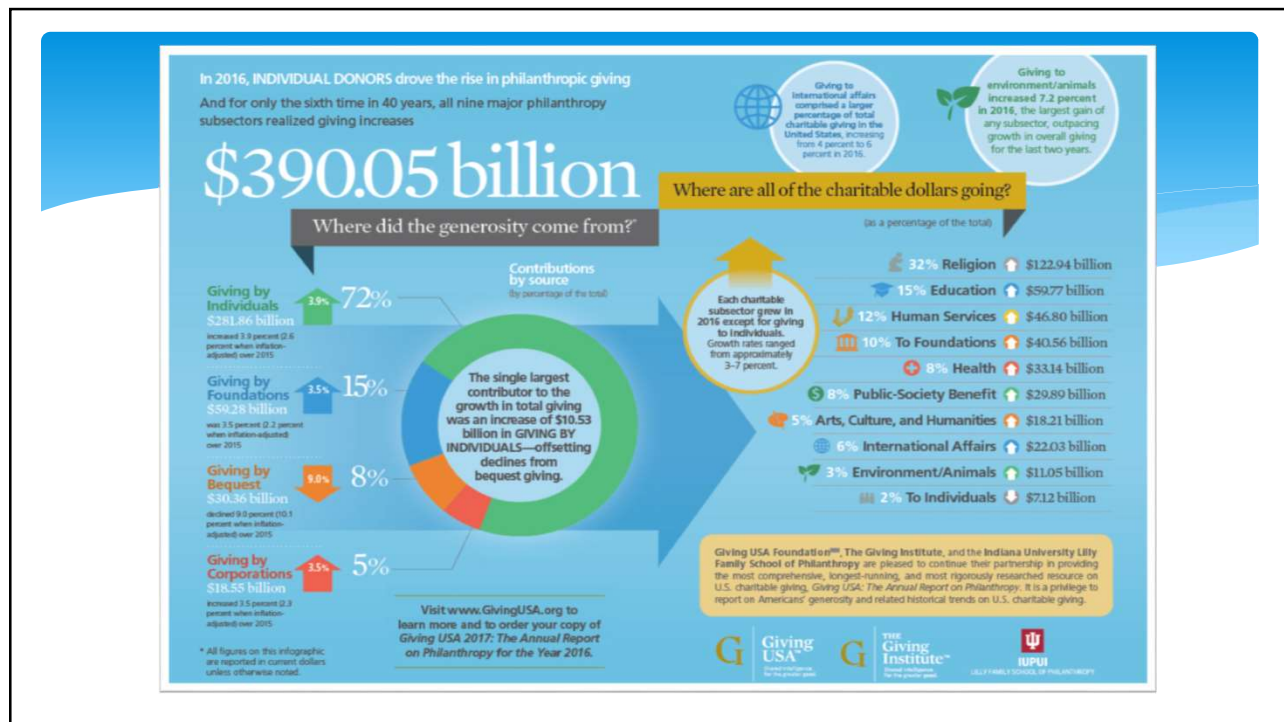
- All types of special events require extensive input from board and staff, often with modest returns.
- Use for public awareness and/or fundraising.
- Think creatively. Banquets, golf tournaments, marathons have been overdone and lack appeal.
- Invite local companies to co-sponsor events in exchange for publicity.
- Plan to build on early events and grow to larger attendance and income later.
- Maintain database on all givers.



A New Camp Kudzu Signature Event

- Unique and represent Camp Kudzu's mission
- Be of low cost yet have the potential to raise at least \$50,000 (1st year) – grow to \$250K to \$1M!
- Appeal to current donors and attract new donors
- Be sustainable year by year and GROWTH
- Will not exhaust current human and financial resources
- Does not create financial barriers for participants
- Does not compete with an existing event





Corporate Support

- Corporate supporters look for return on investment – what's the ROI?
- What opportunities exist that's of interest to them (program? event? vendor fair?)
- Who's in your "pool" that works for or is connected with a corporation (in-roads)
- Do you have corporate representation on your board?
- Be specific. What do you need or want from a corporate sponsor or partner and what can they expect in return. Get it in writing. Follow-up. Execute.
- The relationship is fluid and takes care and work. Investment.

Join us as Diabetes Youth Families celebrates 80 years of life-changing camp opportunities for children, teens and families affected by Type 1 Diabetes.

On behalf of our campers and families, thank you for your partnership.
Together, we equip families with the courage and confidence to live long, healthy, beautiful lives NOW.

Sponsorship Levels	Presenting Sponsor \$25,000	Leadership Sponsor \$10,000	Camp Champion \$5,000	Table Supporter \$3,000	Individual Supporter \$1,000
Recognition as exclusive Presenting Sponsor	•				
Check presentation during event program	•				
Recognition on social media and online communications	Logo	Listing			
Podium recognition during event program	•	•	•		
Website recognition	Logo	Logo	Listing		
Print collateral recognition	Logo	Logo	Listing		
Event signage recognition	Logo	Logo	Listing		
Program book	Full Page Ad – Center Spread	Full Page Ad	Half Page Ad	Listing	Listing
Event tickets with preferred seating	20	10	10		
Event tickets				10	2

Foundation and Corporate Grants

- In 2016 - 15% of 390.05 billion came from foundations & 5% came from corporations
- Grants require time, effort, and patience (human capital):
 - a. Research (The Foundation Center, Grant Station, meetings with connections)
 - b. Read and outline the RFP – request for proposal
 - c. Inquiry – reaching out to the program officer or other contact
 - d. Application (on-line, narrative, fill-in-the text box)
 - e. Detailed budget
 - f. Gathering of support documents (audited Financial Statement, 990, bios etc.)
 - g. Editing, review and submission
 - h. Thanking, reporting (interim and final), follow up
 - i. Tracking revenues and expenditures
 - j. Nurturing of the relationship with the foundation/corporation
 - k. Data entry into your Donor Database/Excel Spreadsheet (tracking document)



To Pursue or Not Pursue?



- This grant would fund expenses on your operational budget that aren't yet covered. How much?
- This grant would *not* create new previously un-budgeted expenses. If it does, how much?
- This grant would *fully* cover the costs associated with operating the new program. If not, how much will need to be raised?
- This grant seems aligned with your mission and strategies. Gut-check!
- This grant would fund a new or important area of business that everyone is REALLY EXCITED about.
- There is a program person - not a development person - who is willing to throw their weight behind this proposal.
- Your team has the capacity to complete this proposal right now. Is there a clear opportunity cost?
- You believe you have a >20% chance of winning.

~ Reference: Joan Garry, Nonprofit Leadership Lab Village

Tricks Learned Along the Way

- Use Guide Star (join if you have not already)
- Look at each Foundation's 990 – view past gifts and do your research
- Learn the names of their board members – are any individuals connected to your organization?
- Share the names of Foundations and their board members, with your Board of Directors
- If a grant is worth pursuing – is it worth hiring a grant writer? (ROI – return on investment)
- Tell your story! Use your Case Statement (if you have one)
- Edit, edit, edit – use the people around you to double check your work
- Build relationships with the Foundations, get to know their people and ask for meeting



3rd Party Events and Fundraise Your Camp Fee

When we rely on our supporters, communities, and businesses to create fundraising campaigns that benefit our organizations.

When our campers choose to fundraise their own camp fees to come to their camp session.



3rd Party Events and Fundraiser Your Camp Fee

3rd Party Events – Idea Share

- In house dinner with donations
- Wine and cheese
- Sporting events and activities in the organization's name (e.g. Tough Mudder)
- Golf tournaments
- Play (theatrical events) beneficiaries
- Lobster feeds, crab feeds, spaghetti feeds
- Arts and Crafts sale (camper involvement)
- Garage sale
- Hosted lunch and auction
- Bar nights with entertainment
- Athletic classes (Soul Cycle)
- Limitless ideas

Fundraise Your Camp Fee

- Platform chose (internal or external)
- Not tax deductible – fee for service
- Compelling story
- Goal is set by camper and camper's family
- May raise from \$0 to above actual fee
- Allows campers who may not qualify for scholarship to potentially attend
- Requires tracking from organization's end
- Some support from organization's staff (encouragement, hints, tricks)
- Determine clear deadlines for fees fundraised

Don't Forget...

- Rotary Clubs
- Sororities and Fraternities
- Free Masons
- Elks Clubs
- Lions International



“Our work supports diabetes awareness, education, prevention, detection, control, and research”. ~ Lions International

Critical Donor Communication Tools



AND...

- Linked In, Facebook, Instagram, and Other Social Media Platforms
- Audited Financial Statement (is it on your website easily accessible?)
- Case for Support (choose what is most relevant to the donor)
 - Campers stories, quotes and notes of thanks
 - Passion, authenticity, and transparency
 - A fearless, calm, confident attitude

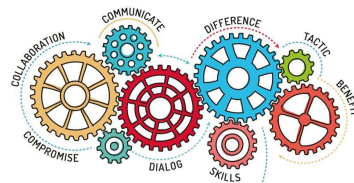
Remember



“Let your love for your organization and its mission, trump your fear of the ask.”

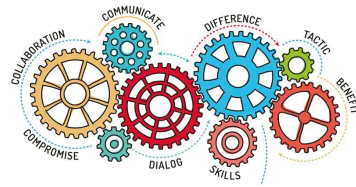
TEAM EXERCISE

List a few of your potential individual donors and who from your organization could approach them.



TEAM EXERCISE

List three strategies (relevant to your organization) that you could use to inspire and thank donors.



TEAM EXERCISE

List 1-3 top priorities/action items in the area of funding to explore when you return home.



Resources – ED, Development, Board

- Nonprofit Happy Hour (Facebook)
- Thriving Non Profit with Joan Garry (Facebook)
- Propel Nonprofits (Formerly Nonprofit Assistance Fund)
- Nonprofit AP – Vu Le
- FMA – Fiscal Management Associates
- AFP – Association of Fundraising Professionals
- Nonprofit Times
- Chronicle of Philanthropy
- Board Source
- LinkedIn
- Local Fundraising Groups (Roundtables, Networking Groups, YNPN)

The image shows two screenshots. The left screenshot is the Joan Garry Consulting website, featuring the tagline "Nonprofits are messy. Not enough money. Too many cooks. An abundance of passion. Leading nonprofits isn't easy. I'm here to help." and a "JOIN THE CONVERSATION!" call to action with an email subscription form. The right screenshot is the Nonprofit Leadership Lab library content page, titled "A Plug – Joan Garry", which lists various resources like "Lessons, How-To's, Recipes, and More..." and includes a navigation menu with categories such as BOARD, FINANCES, FUNDRAISING, LEADERSHIP, NARRATIVE, STAFF, and STRATEGY. Below the menu are featured items like "Book Review: Blindsight", "Masterclass: Better Storytelling for Nonprofits", and a "Checklist: How to Prepare for an Audit".

Lab opens on April 23 (limited period of time)
 Price approximately \$35/month
 Free workshop to introduce the lab
 "Join the Waitlist" (joangarry.com)
 Free resources without joining the Lab

THANK YOU!

