

Growing Sustainability for Parent Support Organizations

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About This Webinar

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- All participants are muted throughout the presentation.
- If you have questions, please type them in the Questions box at the bottom of the GoToWebinar control panel and click Send. We'll take a few opportunities during the session to ask the questions aloud so everyone can hear the answers.



Define Your Need

- What are you fundraising for in the first place?
 - Do you or will you have overhead (rent, utilities, insurance)?
 - Do you have ongoing expenses (child care, gas or mileage reimbursement, memberships in other organizations)?
 - Do you have personnel costs (paying people to organize, support and provide direct services)?
 - Are you putting on an event, providing a direct service to kids/families, funding your operation for a year?
- Once you identify what you want to spend money on, you have the basics of your first fundraising budget.



Non Profit Status

- The US federal government issues a category to non profits called 501c3 designation. Anyone who donates to a 501c3 organization can take a tax deduction based on the value of his/her gift.
- The 501c3 application is cumbersome and overwhelming to many organizations, however it can be done with or without professional application help.
- Some organizations have 'parent' status with the federal government's 501c3 section. These organizations can extend the use of their non profit status to your group if you choose to officially affiliate with them, and if your mission is similar to theirs.
- More information is available at:
<http://www.irs.gov/Charities-&-Non-Profits/Application-for-Recognition-of-Exemption>

Start With A Plan

- Strategic plan-
 - Must be both long range and short term.
 - Long range can include things like building ownership, salary staff, etc.
 - Long range should also include programmatic goals of the organization.
 - Short term should identify goals to accomplish within the next 3 months, 6 months, year, 2 years.
 - Must have time specific action steps and delegate responsibility for those steps to specific people.
 - These steps can be basic as the organization needs them to be.



Successful groups break down tasks into small manageable steps....

- Plans help you to focus your time so that you get things done.
- Plans help you to evaluate bang for your buck in terms of the investment of time vs. return in earnings for the group.
- Plans help you to stay focused on the goal and not get lost along the way.
- Plans help you to identify more than one way to accomplish that goal, so that every 'no' is not devastating emotionally or financially to your group.



Development Plan

o Must be diverse and identify goals for:

1. Grant Funding
2. Earned Income
3. State/County Funding
4. Individual Donor Funding
5. Fundraisers

-Must have specific tasks for each goal and must identify timelines and who is responsible for completing the tasks.

Annual Budget

o Initial budget is usually a best guess

1. Should try to anticipate costs in detail.
2. Should change each year as the organization develops.
3. Should be conservative in terms of predicting income, and liberal in terms of anticipating expenses.

o Program Specific Budgets

1. Should write in salary and benefits.
2. Can be customized for different grants.



Marketing Plan

o Should cover basic things like organization name and brand.

o Should include specific steps for growing recognition in:

1. The community of clients
2. The child welfare community
3. The local community (city/town)
4. The larger community (state/nation)



Find the Right Help

o Strong Leadership

- o Passion about the mission and the clients
- o Excellent organizational skills
- o Great talent scout
- o Strong communication skills
- o Clear vision about how the organization should approach its mission
- o Patience and persistence
- o Confident
- o Professional

Board of Directors

o Selected because of the skills each individual member brings along with a sense of passion about the mission.

o Willing to fund raise and utilize personal and professional contacts on behalf of the organization.

- o Supportive of the work of the leadership
- o Culturally, Gender, Politically, etc...diverse
- o Participatory but not micro-managerial

o Board Source website offers great tools for board development.



Staff

o Selected because they have the skills which fit the position they are needed for.

- o Willing to trust the leader and support the mission/vision
- o Willing to work in a variety of positions within the organization
- o Positive and hopeful about the clients and the organization



Volunteers

- ❖ Can be used in a variety of positions
- ❖ Should be selected via an application process
- ❖ Should be provided with a clear role definition and expectations
- ❖ Must be constantly reminded that they are appreciated
- ❖ Should be overseen by the staff who can evaluate productivity ongoing
- ❖ Should always be seen as potential friend-raisers and fundraisers for the organization
- ❖ Need to interact with the children from time to time
- ❖ Should rarely be the clients the organization strives to serve



Volunteers can:

- Staff events
- Staff envelopes
- Solicit donations as they go about their business in the community
- Write emails
- Update websites
- Assist with services your group provides
- And much more.....



Contract Help

- ❖ Can be a cost effective alternative to full-time staff, but provides the accountability that you don't have with volunteers.
- ❖ Can be helpful when the cost/benefit ratio makes sense
- ❖ Can provide services that fill the deficiencies in the staff for a short or long term.




Keep Track of What You Do

- **Creating a filing system for communications-**
 - ❖ Buy files and a file cabinet and keep phone logs, meeting agendas and minutes, letters, articles, etc...
 - ❖ Offer written receipts for all donations received and keep a copy
 - ❖ Establish a data base for tracking services your provide and outcomes for kids/families.
 - i. This can be done in common programs like Excel
 - ❖ Use financial management software to track money coming in and out
 - i. QuickBooks is widely used by non-profits
 - ❖ Save PR about what you are doing



Use low/no cost ways to stay in touch with people

- **Social media:** Facebook, twitter, instagram, and other forums are free, easy and will allow you to connect with hundreds/thousands of people instantly.




- **Constant web presence in the form of a website that you can update regularly.**
 - BRAG. Post your group's accomplishments on all of these forums and ask people to share your good news with their friends. Individual donors are created by letting people know about the good work that you are doing.

Know and Utilize Local Resources

- ❖ **Philanthropy organizations** which exist in most major metropolitan areas:
 - i. List foundations and other grant recipients
 - ii. Provide training on non profit management
 - iii. Offer salary surveys and other tools for non profit managers.
- ❖ **Grant writers/ reviewers:**
 - i. Can be located through philanthropy organizations or
 - ii. By contacting local funders for recommendations
 - iii. Or via Universities which offer grant writing courses

Non Profit Bookkeeping Practices

- ❖ Non profit bookkeeping services
 - i. Exist in many places
 - ii. Work exclusively with non-profits and can help to:
 1. Develop budgets
 2. Track grant funds received
 3. Provide reports for board meetings and grant reporting
 4. Assist with 990 and audit preparation for 501c3 organizations.



Audit firms and Insurance providers

- ❖ Audit firms
 - i. Exist in most major metropolitan areas which specialize in audits for non-profits
 - ii. Base their fees on the sophistication of the agency and the annual budget
 - iii. Provide critical evidence to potential fundraisers that you are a safe investment of their money.
- ❖ Insurance providers
 - i. Exist in most major metropolitan areas which specialize in non-profits
 - ii. Should offer Director's and Officer's Insurance, liability insurance, and employee benefit packages

Raising Your Relevance ->Raising Money

- Make the right connections-
 - ❖ Volunteer on a board/task force
 - i. In order to grow your organization you will need to gain credibility and make personal connections with people who can help you.
 - ii. Use your time to participate in boards/task forces which address issues you care about.
 - iii. Speak up and make a name for yourself on issues that matter.



Don't be intimidated by elected officials...

- ❖ Get to know legislators
 - i. Take to your local politicians to lunch and talk to them about your mission and why you care enough to be involved.
 - ii. Follow your legislative process and offer comments/ feedback to your elected officials on issues related to your mission.
 - iii. Offer written in-person testimony on bills of interest to you.
 - iv. Ask your legislator to support or sponsor bills which might make a positive changes for your clients.



Become a public spokesperson

- ❖ Make yourself a resource to the media
 - i. Offer comments on news articles
 - ii. Allow yourself to be interviewed if news stories relate to your clients in any way
 - iii. Write letters to the editor and opinion columns for your newspapers
- ❖ Apply for awards (local hero, etc..) so that you can gain community recognition
 - i. Many businesses and organizations recognize outstanding individuals and organizations. Apply to receive the award for yourself, for the organization or for a volunteer.



Develop the Language

- For each identified 'need' that your group has, you need to develop the language to articulate that need to someone who might have money to give.
 - What do you need?
 - Why do you need it (needs statement)?
 - How will it help the community you serve?
 - How much will it cost?
- Know the basic statistics that everyone will ask...
 - How many children are in foster care where you live?
 - Why are children removed from their homes?
 - How many children are adopted?
 - (Be ready to be a subject matter expert to anyone you are asking for help from).

Communication is Key

• Communicate-

- ◆ Via the internet
 - i. Even before you have a physical location, you can have a presence as an organization through your website.
 - ii. Be sure to invest enough resources to make your website attractive, user friendly, and comprehensive.
 - iii. Invest in e-commerce so that you can accept donations online.
 - iv. Send business emails from an email address connected to your organization
 - v. Update the website regularly

Invest in Visibility

- ◆ Invest in business cards which are professionally made and attractive, and hand those out liberally.
- ◆ Produce a newsletter with valuable information.
 - i. Communicate current events and information that families need to have on a regular schedule.
 - ii. Send e-versions or print versions as the family indicates their preference. (Constant Contact is an inexpensive and easy forum for e-newsletters).
 - iii. Track and grow a newsletter database so that you can increase communication with clients you serve.

People give to you, because you touch their hearts...

- ◆ Strategically communicate with donors
 - ◆ Honor donors in print
 - ◆ Highlight special volunteers
 - ◆ Tell success stories of clients you've served or outcomes you've achieved
 - ◆ Focus on the CHILDREN in all communications
- ◆ Use social media
 - ◆ Develop a plan for frequent communication
 - ◆ Ask all of your clients contacts to share information on your organization via their social network pages.
 - ◆ Post positive stories regularly
 - ◆ Offer updates on current events or inspirational stories regularly



Find The Money

- ◆ Use your board to get you connected with money people
- ◆ Make personal visits to foundations or philanthropists that your board members may have established relationships with.
- ◆ Go to lunch with ANYONE who might help or who might know someone who can help and tell your story.
- ◆ Always have an 'ask' ready for the meetings. An ask can include time, connections and donations.



Grants

- ◆ Apply for grants and always include salary costs
 - i. No grant is too small
 - ii. No grant is too big
 - iii. Select businesses and foundations which have an interest in children/youth and target your request to addressing a need of children/youth (not parents)
 - iv. Follow grant guidelines and always have your grant request proof read for editing and understanding purposes.
 - i. Ask someone who doesn't know anything about the topic to read through the grant and provide you with whatever questions he/she has about your project

Mike the Grant Guy!



Funding/Income

- ◆ Seek opportunities for state/county funding
 - i. What services are contracted out and how can you 'sub' contract with someone already doing work that your work would enhance
 - ii. Follow the legislature's budget process and get active in pushing for inclusion of services that may not currently be funded.
- ◆ Look for ways to 'earn' income
 - i. Stay ahead of the curve, look at what is new..(NACAC Conferences are a great place to look).
 - ii. Look for gaps in service provision and respond to those gaps rather than competing with established organizations for limited funding.

Fundraisers

- ◊ Fundraisers
 - i. Use fundraisers as much for friend-raising as fundraising
 - ii. Pick projects which will give you a good investment/benefit ratio. Don't take on more than you can comfortably handle.
 - iii. Use your board, volunteers, friends and families to solicit ideas and 'staffing' help.
 - iv. Get donors to cover the costs associated so that all profit is profit.
- ◊ Ask people for money
 - i. Some view this as the hardest thing to do, yet it accounts for the largest percentage of non-profit funding.
 - ii. This is the most cost-effective type of fundraising
 - iii. Develop a packet of information about your organization
 - iv. Meet with potential donors in person, tell them what you do, how you do it, and why it helps people.
 - v. Ask for a donation



Obstacles to Success

- Be honest about what your obstacles to success are, so that you can overcome them.
 - ◊ Founder's syndrome
 - i. The inability of organization's founding members to release control
 - ii. Can result in the suffocation of progress
 - ◊ Lack of organization
 - i. Inability to 'manage' the business of non profit
 - ii. Stifles growth no matter how passionate the leadership is
- i. Non Profit business is BUSINESS. Caring hearts must be combined with business acumen.

Watch out for...

- ◊ Inability to prioritize
 - i. Results in ineffective efforts
 - ii. Burns people out
- ◊ Surrounding yourself with friends
 - i. Cost the organization the opportunity of having talents that it needs
 - ii. It is an ego boost for the leadership but doesn't help the mission to be accomplished
- ◊ Limiting the vision
 - i. Keeps the organization from moving and growing
 - ii. Limits the potential for partnership
 - iii. Limits the possible source of funding

Small Fundraising Examples:

- Hold a House Party
 - ◊ A House Party is a small event hosted at the home of someone who cares about your organization. The host invites friends or contacts who he/she believes might be interested in donating to your organization. After mingling and refreshments, the Executive Director or President of the organization makes a short presentation about the organization.
 - Doesn't have to be fancy,
 - 6-20 guests,
 - Host makes an ask on behalf of the organization, "Sally and I support this organization because we believe strongly in what they do. There are envelopes and a basket in the hall by the coats if you are inclined to donate to them tonight."
 - Include a couple of staff/board members so that they can mingle and help tell stories about your successes or answer questions.



Host a Booth

- Some stores, like Wal-Mart, will let non profits put a booth in front of the store.
 - ◊ A booth can pass out information flyers to shoppers
 - ◊ A booth can allow you to sell crafts, baked goods or other items that your organizations' members have produced
- Booths are also available for a small cost at child welfare related conferences, community fairs, and other populated venues.
- No matter what you do with your booth, remember that FRIENdraising is just as important as fundraising.

Hold a Restaurant Fundraiser

- Many restaurants have established fundraising programs in which non profits can receive a percentage of sales on a designated day. Big chains do this often, but small places will sometimes do them too.
 - ◊ Read the terms as each establishment has its own specific guidelines. You want to be sure that you follow their guidelines so you can take full advantage of the event.
 - ◊ Get the word out. Make sure your constituents/clients know about the event and encourage them to let their friends/families know as well.
 - ◊ Pass out materials about your organization. Brochures, post cards or other small materials let the restaurant's customers know who you are and what you do.

Hold a Dessert Party

- Hold the party at a board member's home or a home of a supporter. (If you can find an interesting location that folks would like to see, that can be enough of a motivation for some folks to attend).
- Ask volunteers to make desserts in single serving sizes.
- Provide drinks to guests.
- Sell tickets to the event at a modest price.
- Don't forget to pass out materials and have a donation jar or basket with envelopes where guests can see it.

**WE PUT THE
FUN
IN FUNDRAISING**

Other Ideas for Easy Fundraising:

- Yard Sale
- Walk-a-Thon
- Pennies in mall fountains
- Kohl's Department Store
- Fast food partners
- 50/50 Raffles
- End of Year Giving
- Posted Wish Lists of items or services
- United Way donor designated funds
- Corporate donations
- Personal donations
- Membership fees

