

**ILLINOIS PRAIRIE COMMUNITY FOUNDATION NONPROFITS WORKSHOP**  
**“WORKING TOGETHER: CREATING A PATHWAY FOR TEAM SUCCESS” – Nov. 15, 2017**

**TABLE 1 TOPIC: GRANT WRITING    FACILITATORS: BEVERLY BEYER, ELLEN DIETZ**

There needs to be a match between funder and what you want to accomplish

- Do research
- Include a Clear problem (needs) statement, data
- Funder wants to see change/impact in skills/knowledge
- Set benchmarks that can be measured – funder wants to see change after grant through measurement, objective
- Everything has to tie together – each piece has to tie to one another; ie budget, where is it going?
- Explicitly state match between you and funder
- Build credibility as an organization – show accountability
- Don't over-promise results

When you want to do something new, find funders who will/have funded similar projects

Where to find grant opportunities:

- Guidestar.com – check out funders' tax returns and their sources of funding
- Central Illinois Nonprofit Resource Center at University of Illinois Springfield – Research funders, take flash drive to download information there and organize info as it applies to you
- Illinois Wesleyan University's Action Research Center – Provides grant writing assistance; contact Deborah Halperin ([grantstation.org](http://grantstation.org))
- Illinois Cultural Data Project – List your data and funders come looking for you

Different organizations are looking for different programs and have different granting schedules

- Create a database to gather all information needed to submit for various grant applications
- Keep asking all staff throughout the year for any relevant info, dates; check newsletters and articles

Include photos if it helps funder understand what the money will solve

What's a good opening line?

- Most important idea
- Something gimmicky
- Not guilty (negative), something positive
- A quote from clients
- Share passion
- Abstract, summary at end

For state and federal grants, what you do much match specific guidelines, ie 90% success

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**TABLE 2 TOPIC: MAJOR GIFTS    FACILITATOR: DICK FOLSE**

**ISSUES CITED BY REPRESENTATIVES OF DIFFERENT ORGANIZATION WITH VARYING SIZE AND RESOURCES:**

1. Trying to build a new facility with a young foundation; resources are mix of public and gov't (library)
2. Expanding facilities and services for capital dollars and operational dollars (children's hospital)
3. Create new programs and increase outreach (farmers with disabilities)
4. Expand services and learn how to “make the ask” (Faith in Action)
5. How to get from lots of small donors to major donors (habitat for humanity)
6. How to network with business; how to optimize transportation for seniors (ARC)
7. How to move from “sponsors” to “major gifts” (Heartland Theatre)
8. Considering having a community building/center—how to collaborate with community development; build an endowment (Livingston County)

**ADVICE AND CONSIDERATIONS OFFERED BY DICK FOLSE**

1. Is your organization READY: (a) mission statement (b) strategic plan (c) clear messages (d) defined in dollars what is a major gift
2. Consider hiring a consultant for major campaigns
3. Campaigns have at least 3 phases: (a) pre—planning (b) silent—obtain at least half of the dollars or your campaign goal (c) public—roll it out
4. Consider naming opportunities: for different levels of support and identify needs
5. It's all about RELATIONSHIPS:
  - Under what conditions is a prospective donor willing to support you
  - Do you genuinely like each other
  - What is the donor's priorities in your organization—what do they honor—let them know what's going on and engage them
  - When presenting a proposal to a donor—be transparent and honest—find out when they are willing to buy-in and be receptive to the level of your asking amount
  - Where are donors in their life-cycle: e.g. current earnings or estate planning
  - Prioritize your donors (develop a pyramid)
  - Do wealth screenings if available
  - STEWARDSHIP is important: You have to steward the gifter after they give—which is equally as important prior to the ask/gift—otherwise, why would they ever give again. You need to communicate how the gift is being used. Hand-written notes are important from perceived leader—in addition to the foundation office.

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**TABLE 3 TOPIC: TELLING YOUR ORGANIZATION’S STORY    FACILITATOR: LINDA GARBE**

Universal appeal of stories because of your feelings. Connect with feelings, not all affected in the same way.

Some people are natural story tellers, and some use scientific data and training to become effective

Need to connect with people and tell the story

Your credentials get you to the door

Feelings hijack facts, but facts always need to be available

Need to know how to use what we hear

Jerry Lewis telling stories

Once emotion engages, it’s hard to re-set

SMEs – Subject matter experts

Know what you’re trying to do/what you’re after/who is the audience

Think of Sgt. Friday and Robin Williams in every audience

This is how it was, this is what happened, this is how it is now

Ernest Hemingway – Baby shoes for sale, never worn

Leave room for person to ask a question

Your own personal experiences and feelings are very powerful

The way you tell the story and what you tell makes you memorable

Have stories that are recent and new

Use storytelling in communities

Who am I

Vision story – you want people to hitch on to story, participate

If volunteers are not engaged, they won’t stay

Teaching story

Values and actions stories

I know what you’re thinking story

Voice over for video, not on camera

Knowledge Management – World Bank story

Spark action, communicate who you are

Springboard story to get people to take action

May not need to tell the history of organization to make people proud of it

Stay on point

Need to decide message

River of Life – to generate stories Use date, people, activities, problems

Link to resources Linda Garbe suggests on Storytelling: <http://www.ilprairiecf.org/wp-content/uploads/2009/04/Linda-Garbe-Storytelling.pdf>

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**TABLE 4 TOPIC: BUILDING AND MAINTAINING A GIVING CIRCLES  
FACILITATOR: PAT GROGG**

Pat gave each person who came to her table a short quiz:

1. True or False – A Giving Circle requires a definable constituency
2. True or False – A member profile exercise will build #1
3. True or False – A Giving Circle needs information, involvement, connection
4. True or False – A Giving Circle needs its own structure and by laws

Of course the answer to each question is True.

Pat spent time with each participant talking about their specific nonprofit organization and whether a Giving Circle would be of benefit and how she might advise the development and implementation.

Pat talked about capital building and how a giving circle can build capital. She discussed short- and long-term capabilities of a giving circle. A question was asked about using a giving circle for a capital campaign. Pat thought a giving circle might be used in that way, but probably would not recommend.

She talked about how a “constituency” can speak to a mission and can build on itself. She mentioned that a constituency is also helpful if the “members” are connected in some way to each other. Pat mentioned Illinois Prairie Community Foundation’s Women to Women Giving Circle as an example of women who are connected to each other through a mutual interest/passion which continues to build capacity and constituency over time.

Pat addressed the importance of the “formality” of a giving circle requiring structure and by-laws and the importance of having volunteers leading the circle.

Pat talked about the differences between boards of directors, foundations and giving circles. Examples from the group participants were Labyrinth, Normal Public Library Foundation, Faith in Action, MCCA/Roshni.

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**TABLE 5 TOPIC: I DON'T KNOW WHERE TO START  
FACILITATOR: DEBORAH HALPERIN, ACTION RESEARCH CENTER AT IWU**

Scribe: Bevin Choban, Action Research Center at IWU

**Attendees:**

Alan McDowell, ARC Senior Center

- Acquiring more grants; research, identifying appropriate grants

Ann Reeves, Eureka Public Library

- Loss of grants; looking for ways to recoup funds for special projects
- Research what other libraries and organizations are doing that we could adopt

Becky Brennan, Host Home Program, Marcfirst

- Building the first full program for

Tosha Maaks & Becky Longstreth, NAMI Livingston & McLean Counties

- Advocacy, support and education
- Looking to grow throughout central IL
- Help writing grants

Meri Helbig, LIFE Center for Independent Living

- Grant writing

Donna Moravec, Multicultural Leadership Program

Dale, Maley, Fairbury Citizen Volunteer Group

**“I don't know where to start with... grants!”**

**Grant Writing Basics**

- Understand how much money you're trying to raise
- Know that there are certain types of programs best (and ill) fitted for grants
  - o It's extremely difficult to find money to fund salaries, insurance, utilities, and other overhead
  - o Foundations want to fund program provision, supplies, program implementation
- Grant money is slow money
  - o Not a good fit if you need money tomorrow
  - o Requires advanced planning, research, time for foundation to review and decide who to fund

- Immediate money should come from fundraising and local donations
- Grant money is restricted money; it must be used specifically for that which the grant was given
- Never under ask and over commit; ask for everything you need to successfully execute the program

### **Grant Research Best Practices**

- Know your funder and communicate early and often at all stages of funding.
  - Find their application, review who and what they've funded in the past, average amount of award, identify their geographic and programmatic boundaries
    - Don't apply for grants outside bounds; you will not get them.
- Find the Grant Officer at the foundations (i.e. Michele at IPCF). Call them with any questions you may have before you apply to direct you to the correct grant program to apply for, tips, evaluating whether you should apply or not.
- If you do not get the funding, reach out and ask for feedback on strengthening your application.
- Avoid "mission creep." Don't stretch too far from your mission and program focus just to get funds.
  - I.e. apply for a grant to start beekeeping just because it relates to your senior garden. But you're not a beekeeping expert!
- Chicago Area Grant Application; many family foundations in the Chicago area use this one application.

### **Government Resources**

- Congressional offices have some federal and state grant money that they manage. Contact the offices and ask to speak to the staff that facilitates grants.

### **Leverage Your Board**

- Ask your members if they have connections to any foundations, large corporations, or banks.
- Community Reinvestment Act—banks are required to give resources to low income neighborhoods (and the orgs that serve them).
  - This includes workshops and courses on financial literacy.

### **Build Relationships with Potential Funders Outside of Grant Applications**

- Open house to showcase programs for local bank administrators (or other potential supporters)
- Honor a past donor or important community member at a special event or fundraiser

### **Other Funding Sources**

- In kind donations from businesses. Particularly helpful for projects will total a small amount of money (~\$500)

- I.e. Owen Nursery may donate needed plants to start a garden in exchange for their name or logo on the garden.
- Rotary and other service organizations
  - Tap your board and social network for a Rotary member and a chance to speak at a meeting and/or partner with them for fundraising.

### **Grant Questions & Answers**

Q: How do I know who the funders are? How do I find them?

A: A good resource is “The Only Grant Writing Book You’ll Ever Need” by Sue & Karsh. Which has a list of foundations by state. Online websites with searchable databases are Foundation Directory Online, Forefront, though many charge for various levels of access to site functionality.

- Look at corporations that operate in your geographic area; Ameren, State Farm, Wal-Mart, Lowe’s, etc. all have giving arms connected to them.
- Locate programs similar to yours in other communities, and see which foundations fund their work—they might also fund yours!
- Keep a detailed list of funders as you research so you know which foundations you’ve researched. Add their funding cycle to your calendar so you can remember to apply when they are accepting applications.
- Save every grant you write. You will recycle many pieces of your grants and expedite your future grant writing.

Q: Is it practical to manage multiple grants at once?

A: It is. Foundations appreciate seeing you have other funds as well. It shows that another organization has found your work credible and successful.

- In managing funds, don’t forget that asking for an extension on completion of your grant work and expending funds is an option. Typically, foundations will work with you to help you successfully spend down the grant and complete all parts of your program.

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**TABLE 6 TOPIC: SOCIAL MEDIA FACILITATOR: RYAN DENHAM, WGLT**

- First decide what you want to accomplish with social media and set tangible goals. Write out a plan and think beyond just awareness. Think about donations, etc.
- Plan ahead a few weeks out. Use a shareable spreadsheet that others can help you with. This helps keep track of things and is less overwhelming.
- Make sure your social media is sustainable. If you have young interns helping you, be sure they teach you how to do it before they leave.
- Don't tie Facebook to Twitter. It may seem easier, but Twitter cuts off a lot of Facebook messages and it doesn't give people a reason to follow both.
- Facebook groups are very useful. They allow for easier back-and-forth conversations and engagement. One thing to remember, though, is that people can't share posts from Facebook groups. All group members get default notifications of posts. So far groups seem far more civil than the rest of Facebook. Also, groups don't have spam or ads.
- Facebook is great for cheap advertising. You can create events and boost your posts. You can sort by geographic area and demographic groupings. \$20 or \$30 can cover a lot of territory.
- LinkedIn also has inexpensive advertising similar to Facebook with more sophisticated targeting.
- Facebook has a way to accept donations now for a small percentage. It's safe and easy.
- Consider having social media ambassadors. These are people who will regularly read and share your posts to their own pages. Formalize this. Get a list of your frequent flyers and reach out to them and ask them to share specific things.
- There are many different methods for handling social media, including websites, Facebook, Twitter, LinkedIn, and Instagram.
- When reaching out, remember that age makes a difference. Instagram is now the vehicle of choice for younger people.

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**TABLE 7 TOPIC: WHAT ARE GRANT FUNDERS LOOKING FOR? FACILITATOR: DOUG JOHNSON**

- \*Grant Funders rely heavily on the Budget Explanation portion of the grant request to understand the “ask”. They often read this first - before any other part of the request.
- \*The Grant request must be fundamentally tied to the core mission of the organization.
- \*Grant Funders like to have personal relationships with the Grant requesters.
- \*Grant Funders like the grant request to include visual graphics (e.g. charts and pictures).
- \*End-of-project reports are very important to Grant Funders.
- \*Grant Funders like to feel they are a “partner” in the project.
- \*Grant Funders are People who give to People.

**Doug’s Advice to Grant Writers**

**#1 Above All - Build Relationships with the Grant Funder**

- \*Subscribe to a grant notification system such as “Grant Watch”. <https://www.grantwatch.com/>
  - \*Spend time getting information about the Grant Funder
    - Who have they funded in the past?
    - Who are the people on the Granting Committee(s)?
    - Are they a good fit with your organization?
  - \*Read carefully and comply fully with the Grant specifications.
  - \*Your grant proposal will be more successful if your request involves many people/groups.
  - \*“Thank” the Grant Funder 7 times per year
    - Good to use social media to “thank” grant funder (Facebook, etc)
  - \*Grant request should tell the story of the “people” who will receive the benefit of the grant.
- Proposal should express the value of the grant to the community.
- \*Be aware of the administrative time and expense involved in getting a grant.
    - Look into opportunities to share grant writers with organizations.
    - Doug likes to have 6-8 weeks to write a grant.
    - Doug spends 1/3 of his time getting information on the granting organization

“No” means “not at this time”.

\*Grant writing is story telling (think tears)

\*Be authentic

\*Use numbers and narratives to “tell the story”.

\*Learn the “language” of grant writing.

\*A 3-minute video is a great sales tool.

\*80% of marketing should be on Facebook.

#### BIG NO-NO's for grant writing

Too generic

Haven't read and do not meet the application guidelines

Application is just a “cut and paste” from a prior year

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**TABLE 8 TOPIC: CROWDFUNDING FACILITATOR: BEN MITZELFELT**

Crowdfunding – Loose organization of people to fund a goal. The community funds a proposed goal, but can also define or vet the goal. Instead of selling a product, you’re selling a story.

For-profit crowdfunding is different than nonprofit crowdfunding.

Low personal amounts – 10,000 people to give \$1 vs. 10 people giving \$1,000

Needs to be reciprocal – People who were part of funding should receive something of return. It’s difficult to scale - \$5 doesn’t do much, but still contributes.

**What’s a compelling story?**

- Overcoming the monster – 1 large goal. What do we need to beat? Can have multiple stories across the organization
- Quest story – Come along on the journey with us to reach the mountain/success; should have mile markers/achievements along the way
- Rags to Riches story – Take from the bottom and build to the top. For example, Habitat for Humanity could use a story of generational improvement
- Tragedy – Help us (i.e. Red Cross). You’re not going to solve every problem, but contribute to a greater cause

Crowdfunding should be regional or even broader; why would someone in California care about your cause?

Vehicle for funding – Should be simple and easy

- Text campaign (like NPR)
- Go Fund Me, Indiegogo, Kickstarter, Crowdrise (they all take a percentage of money raised)
- Important to hear your story, share and donate

Having a shareable story – We need you AND your friends!

- Graphic – problem → solution → donate
- End goal/product – shareable
- Insider access – Specific updates as part of club
- Team of pre-determined people who influence within target audience

Start and have 100 people already ready to donate – gives momentum to campaign.

- Larger event gains traction
- Engage volunteers and clients – have them share
- Have a shareable “I donated” message
- Make sure barriers to donation is as small as possible – not more than 5 clicks
- Teams could be a barrier to donation, but also could be motivating

Is the donor’s reward continued engagement?

- Invite-only Facebook group
- Set up second website for updates
- Email list for insider updates

Facebook could be used for fundraising

- Algorithm probably gives a leg up to campaign if running through Facebook
- Asking people to share significantly raises standing in algorithm
- Can boost post after engagement starts to trickle (rather than starting with boosted post)
- Ads would be from beginning

Audience and story should correspond

- Not entire organization's audience will resonate with each specific campaign
- Use audience you already have access to and hold on to this group as you move forward
- End goal audience most likely not your current audience
- Focus on one goal/solution at a time

What is the reward for the giver? How does it foster expansion to a larger group of givers?

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**TABLE 9 TOPIC: CAPITAL CAMPAIGNS FACILITATOR: BETH WHISMAN**

Capital Campaigns are about building = physical construction

Is a retroactive capital campaign a possibility?

Beth’s answer: This is hard to do and I wouldn’t advise it.

Phases of a capital campaign:

Before the “launch” ask:

Are we ready for a Capital Campaign?

What are we going to build?

Conduct a feasibility study - be realistic if you want to be successful.

Do we have 100% buy-in from the Board?

Expect ALL Board members to give!

Should we hire a consultant? (encourage this)

(Outside capital campaign consultants usually cost about \$100,000. In addition to consulting, they provide training and empower the committee.)

**PHASE 1 - Quiet Phase**

- 1). Research hiring a consultant
- 2). Write promotional materials
- 3). Determine campaign goals
- 4). Determine who will be on campaign committees
- 5). Determine giving expectations from Board
- 6). Identify 3 or 4 people who will commit to making an early major gift.
- 7). Make first ask to the Board - encourage a major gift. Could be stock, property, pledge, will bequest, etc.
- 8). Identify what inspires people to contribute to your organization.
- 9). Create giving recognition levels.

Staff trains and gives support - Staff does not ask

Capital Campaign committee members do the ask.

Do not let the Capital Campaign fail!!

- contributors will be unhappy with your organization
- People lose faith in the organization.

Most capital campaigns are 5 years in length.

## **PHASE 2 - Go Public**

This usually happens about ½ way through the Capital Campaign or when you have raised half of your goal money.

This is the time to:

- 1). Tell your WHOLE story
- 2). Add new Board members to facilitate making contacts/raising money
- 3). Personally contact Board members if they have not yet contributed.
- 4). Train Board members to make contacts and ask for contributions.
- 5). Ask Board for names to contact.
- 6). Get “Challenge” gifts
- 7). Have pledges signed by donor.
- 8). Involve past Board Members in Campaign
- 9). Use peer to peer fundraising model
- 10). Use donor search tools
- 11). Important to bring potential donors onsite

## **Phase 3 - Ending the Campaign**

1. Very important to recognize donors on plaques, etc.
  - 2). Respect wishes of donors who wish to be anonymous
  - 3). Celebrate and publicize your successful Capital Campaign
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**TABLE 10 TOPIC: BUILDING DONOR RELATIONS FACILITATOR: NORRIS PORTER**

Attendees: Michelle Barrett, Pontiac Community Theatre; Rickielee Benecke, Life CIL; Don Cavannah, Integrity Counseling; Brian Chase, Normal Library; Sue Danser, Miller Park Zoo; Theresa Decker, Childrens Discovery Museum; Matt Dratt, Mid-Central Community Action; Isra El-beshir, ISU Art Station; Gena Glover, YWCA; Laura Golaszewski, Normal Library; Erin Herbes, Parklands Foundation; Peggy Hundley, Miller Park Zoo; Alexis Kalish, McLean County Arts Center; Leni Kuntz, Marc First; Vaishali Malpani, Hindu Temple of BN; Jessica Shannebarger, Faith in Action; Nora Tamm, Project Oz; Kimberly Weeks, OSF Foundation.

Norris shared the following as a handout for all attendees.

**Personal Philanthropic Approach – Keys to Success**

- 1) **Persistent** – follow-up, people are busy, the key is to be persistent without being annoying (don't take things personally).
- 2) **Intentional** – have a strategy for all engagement, interaction must have a purpose, with an end goal in mind.
- 3) **Strategic** – think about how donors can do something extraordinary – how do you get to the end goal – what is the plan – *connect the dots*.
- 4) **Donor Centered** – inspire donors, help them do something they will feel good about – *make them feel special*.
- 5) **Listen** – discover a donor's personal story, *what would they like to accomplish with their philanthropy that is most meaningful to them*.
- 6) **Be an excellent story teller** – purpose driven – share with donors your vision, philanthropic opportunity, and how they can invest to make a difference – LINK to their passion.
- 7) **Magic Bullet/Secret Sauce** – identify those donors who value your organization as their top philanthropic priority – *these are the donors who have the most potential for making a transformational gift* (are we in their top 3 priorities).
- 8) **Return on investment** – help donors feel good about their gift, the impact that it will have/has had on the organization – *reflect and engage so that the donor finds the experience deeply meaningful*.

**Donor Call Mechanics**

The **leader** provides vision and answers questions that build donor confidence in his/her ability to achieve the vision

The **Development Professional** discusses technical aspects of giving, return on investment, stewardship/recognition, keeping a meeting on track.

**Norris Porter, Asst. VP Major Gifts and Planned Giving**

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TABLE TOPIC: BUILDING DONOR RELATIONSHIPS, p. 2

### Questions and Discussion

Re: persistence. Be the slow drip. Don't take no at face value and don't take it personally. Be visible.

Number of contacts? Start with 4-5 people who are identified as being top prospects (your organization is one of their top 3). Get to know them as people.

Look at length of giving, know connections – length of time again

First contact: **face-to-face** meeting; share information, e.g. why they are on the board, tell **their** story. **LISTEN**. Be a story-teller FIRST.

Have a plan toward the ultimate gift – an estate gift.

Capture donor's story; keep the focus on the donor.

*Norris noted that with one donor, he discovered the donor's real passion was not where he was (at the ISU College of Business), so he helped the donor connect to the right person to achieve the donor's wishes. This allowed a positive relationship to continue.*

Know what you want to accomplish through each contact with the donor. DOCUMENT, DOCUMENT!

Plan each activity. Introduction. Annual. Major Gift. *Phone call? Face-to-face? Invite to an event? **Handwritten communication.***

What donors most want from the Development person is a feeling of being special, that a gift has made a difference.

Be a story-teller...what could be accomplished with philanthropy. Don't start with a project and cost. Be clear and excited about the story, so the **donor** will ask how much would it take!

Following a gift, report the "return on investment" – to the organization, to the community, to the donor.

Be the knowledge expert for the organization.

Estimates expect 70% of major gifts will come from "boomers" and "maturers" in the next 15 years.

Miscellaneous tips.

- To start – keep happy, positive tone in email, Linked-In. For phone call "Have I caught you at a good time?"
- Meeting places: quiet coffee place, lunch, in donor's home
- Public support vs private dollars – time for a story!
- Do not assume a surprise gift is an end gift. Add some new contact.
- Make a signature for yourself. (*Norris noted he became known as that bald guy with a bow tie and funny shoes. Even if someone didn't recall his name, he was known.*)

Carole Ringer, Scribe

ISO, Cultural Commission, AART, IPCF & more

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**TABLE 11 TOPIC: A UNIFIED APPROACH TO SPECIAL EVENTS FACILITATOR: MATT JOHNSON**

Non-profits face a variety of challenges when it comes to special events, including such things as:

- Surviving on a shoestring budget and limited staff
- Working with inefficient event software for registration, tracking events, table assignments, meal selections, etc.
- Successfully managing donor relations
- Determining return on investment, staff, committee hours
- Getting volunteers to take ownership of events
- Identifying a signature event tied to the organization's mission
- Growing and sustaining events, making sure they don't become stagnant

Organizations must make sure events are a good fit for their organizations. They must know their audience, their donors. Spread events out throughout the year so not to hit up the same donors multiple times in a short timeframe.

Examine money brought in from events versus time spent on the events. Find ways to be more efficient.

Below is a link to an article, provided by Matt, that gives a general overview of best practices for event-based fundraising:

<https://www.wealthengine.com/resources/blogs/3-best-practices-event-based-fundraising>

Ask donors what interests them. Plan events that align with donors' interests and appeal to them first and foremost, though guest lists need to be a mix of donors and prospects.

Keep in contact to further develop relationships. Post wrap-up is key, but an often missed part of events. Don't make event follow-up an afterthought. It's critical to get thank yous out in a timely manner.

Work to transition interested participants into donors. Keep in contact. Invite them to future events. Focus on building relationships.

Tie events in with the mission and the work done by that organization. Matt shared an example of a video that was used to highlight one of the Special Olympians. The thank you note featured the same Special Olympian.

A concern arose about fundraisers that highlight vulnerable people and violate their privacy. Be thoughtful in how stories are shared.

Conducting satisfaction surveys, when appropriate, can help gather feedback from events and make adjustments for future events.

Don't be afraid to review events and ask why things are done a certain way. It's OK to ask questions, determine if events are feasible or not. Are there better ways to do something? What opportunities are being missed? Are our events mission focused?

Collaborate. Team up with others with like causes, missions.

In live auctions, offer unique experiences where people get to participate in an event, such as feeding animals at the zoo.

The concept of “Fund a Need” (or cash appeal) allows organizations to raise funds focused on specific initiatives. Unlike auctions, there is no winner or highest bidder, but rather multiple donors giving various amounts toward a specific cause.

While paying a professional auctioneer costs money, the results have proven to be worth the cost. Illinois Charity Auctions (ICA), an auction service, has been a good investment for some area non-profits.

Consider a VIP hour just for donors prior to an event. Make it a special experience, peaking curiosity of others so they want to become part of the experience.

Tap groups who want to serve – Central Catholic, other student groups, ISU Civic Engagement, IWU Give a Day, etc.

## **Managing Events**

Participants mentioned various platforms they've use to manage ticketed events, such as Raiser's Edge, Network for Good, Wild Apricot, events.org, Eventbrite, Wedding Wire. While most don't provide all the components that employees needed to do their job efficiently; some members have found success with Eventbrite and Events.org. To learn more, click on the following links.

[Eventbrite](#)

[Events.org](#) (and [here's a current example](#) of an event using this platform)

Matt also provided an [informative report](#) on special events from 2014 that remains relevant and informative.

**ILLINOIS PRAIRIE COMMUNITY FOUNDATION NONPROFITS WORKSHOP**  
**“WORKING TOGETHER: CREATING A PATHWAY FOR TEAM SUCCESS” – Nov. 15, 2017**

**TABLE 12 TOPIC: ENGAGING YOUTH    FACILITATORS: ELLAKATE LEFEBRE, BOBBY NASH CASTILLO**

**YEP MENTORS:**

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**YOUTH ENGAGED IN PHILANTHROPY (YEP)**  
**Established in 2013 by Illinois Prairie Community Foundation**

YEP is a youth led group; there is an anonymous donor who gives \$10,000 to youth to distribute to community organizations working for the betterment of youth; the young philanthropists of YEP chose to establish an endowment at IPCF to create a sustainable future. Never underestimate ability of youth to explore and understand the process and policy of governing and of establishing an endowment.

Youth are an untapped resource for nonprofits; we often think of youth as interns specifically for “grunt work”, but please consider them for a bigger input of advice/feedback, volunteerism - as a member of an advisory committee and a member of a board of directors...

YEP adult directors/mentors try to be “hands off”. The youth decide when and how to offer the grant dollars and then determine the number of grant recipients....

Michigan Foundations also have a youth component.... their groups are called YAC’s (Youth Advisory Committees)

IPCF’s YEP members are eighth graders through high school seniors – and this year’s cohort includes 24 youth from five area schools.

**The “core” of the YEP program includes:**

- Opportunities to volunteer in the community,
- To construct, advertise and implement a grant cycle,
- To celebrate new grant recipients and promote YEP,
- To “fund and friend raise” to build their endowment,
- Monthly meetings facilitated by youth, to include recording meeting minutes, composing an agenda, and serving on at least one committee,
- To recruit and build a diverse cohort each YEP year that represents area-wide participation; to offer youth opportunities to engage in civic and community development opportunities, while further developing their teamwork abilities, communication skills, critical thinking and problem solving skills.
- This year YEP members have added the task of implementing a survey of and by youth regarding the unmet needs of youth in the area.

While only meeting once a month for three hours on a Sunday afternoon (dates set by youth), committee obligations may mean an additional meeting. The Foundation also helps to advertise the grant opportunity and the YEP membership opportunity for the new YEP year’s new cohort.

Have youth build the program; they are volunteers, and if they don’t buy in, you end up doing it yourself. Plan how to build/foster team dynamics; use the feedback and social media skills of the youth.

**Incentives to draw youth into your non-profit organization:** Offer service hours; stress benefits and what they gain regarding confidence, professionalism, communication/speaking/writing skills, networking skills. Stress how much you need them. Youth, when engaged in their younger years, have a tendency to come back to volunteer (and if not in your organization, then in other community organizations). You are teaching them how to receive and to pass on the torch. Use veteran members and Alumni to help indoctrinate new members.

**What organizations have you found to have the best volunteer opportunities?** YEP members have volunteered at West Bloomington Active Gardens (WBAG); Easter Seals; Central Illinois Downs Syndrome Organization's Buddy Walk; Special Olympics Illinois; Friends First of MARC (meets twice a week).

**How does YEP recruit?** Through: peer word of mouth; social media presence; YEP's quarterly e-newsletter, website and Facebook; home schooled newsletter; YEP Alumni. Local radio stations are often willing to do Public Service Announcements (PSA's) and may give youth radio interview time at no charge. IPCF promotes YEP recruitment through their e-newsletter, website and Facebook page. Regional Office of Education has included it in their e-gram to area educators.

*Path-O-Gram* is a great tool to use to spread the word about opportunities:

<http://www.pathcrisis.org/community-resources/path-o-gram-more/>

*Crossroads Area Home School Association:* Website: <http://www.cahsa.info>

**YEP's Digital Presence:**

On the Web: [www.ciyep.org](http://www.ciyep.org)

<http://www.ilprairiecf.org/yep-homepage/>

On FB: **IPCF: Youth Engaged in Philanthropy - YEP**