

BOOSTING LOCAL INVESTMENT IN EARLY CHILDHOOD

Monday, March 14, 1:00-5:00pm

ECIC Great Start Conference - Kellogg Center at MSU

Host: Stephanie Van Koevering, Interim CEO, Women's Caring Program

Presenters:

- Michelle Wooddell, COO & Campaign Director, Detroit Historical Society
- Professor Jerry Lindman, J.D., Director, Center for Nonprofit Management, Lawrence Tech University

Session Agenda

1:00pm – Introduction: Why do People Give?

1:15 - Developing Your Message & Case Statement

Table Exercise: Making a Pitch/Asking for a donation

2:00 - All Potential Sources for Fundraising : Corporate, Foundations, Individuals, Events and Gimmicks

3:30 - Social Media and Fundraising

4:00 - *Table Exercise:* Putting it all together/Creating a Fund Development Plan

4:40 - Q & A and Wrap-up

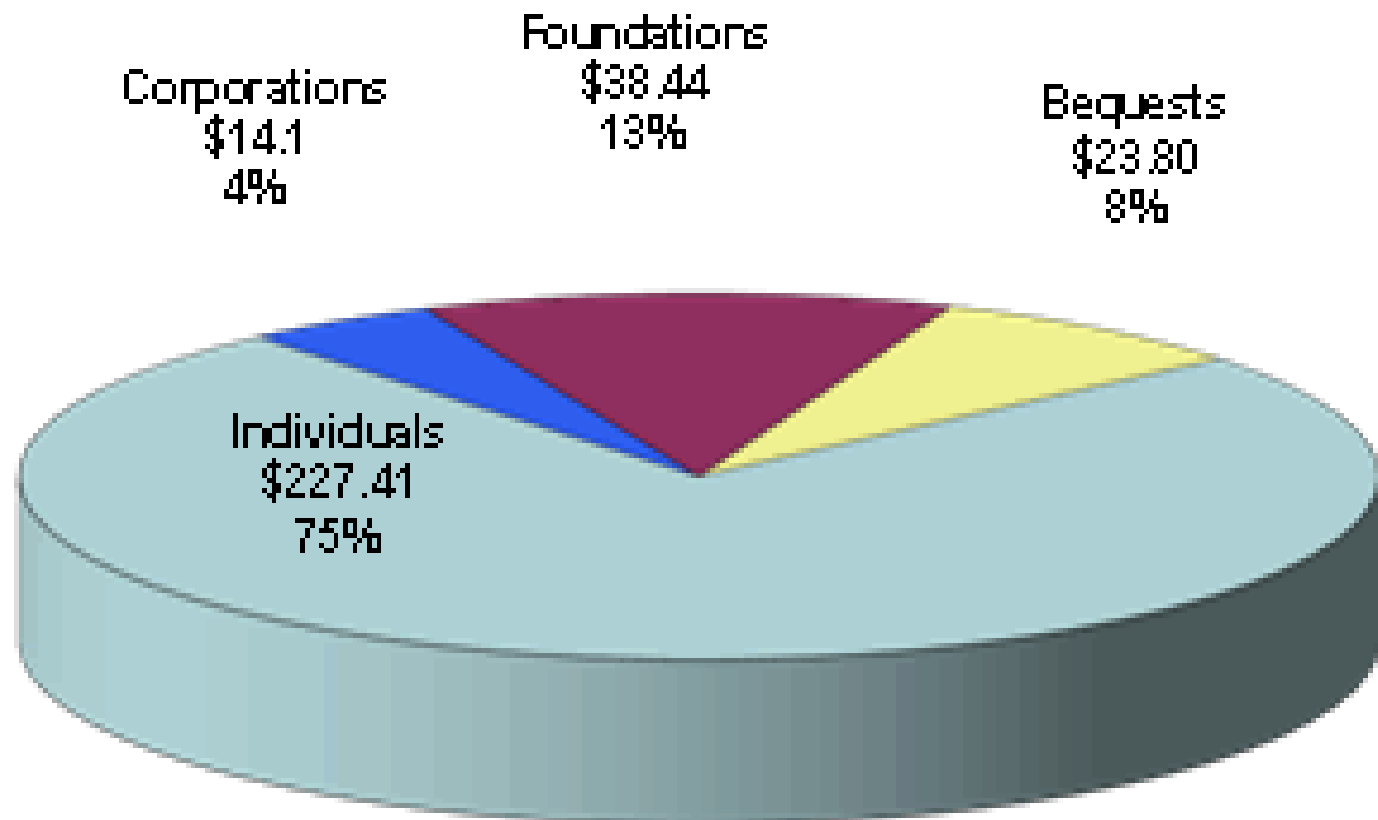
5:00 pm – Close of Session

Where do charitable donations come from?

2009 Total Charitable Contributions in U.S.

- Individuals – 75%
- Foundations – 13%
- Bequests – 8%
- Corporations & Business – 4%

2009 CONTRIBUTIONS: \$307.75 BILLION BY SOURCE OF CONTRIBUTIONS (\$ in billions - All figures are rounded)



Motivations for Giving

Individuals

1. **Altruism** - Your mission resonates with their passion
2. **Appreciation** - Your nonprofit has affected the donor's in a positive manner/proud of your work
3. **Competition/Recognition** - Because their peers are giving; they value personal recognition
4. **Religious** - Religion highly influences giving
5. **Guilt** - Giving relieves feelings related to negative circumstances in their lives
6. **Self interests** – Tax issues or professional/social life
7. **Tradition** - Habit or tradition of charitable giving

Motivations for Giving Foundations

- Foundations give based on their specific defined philanthropic goals (see their websites)
- Give to nonprofits that demonstrate sustainability
- Seek to leverage their grants against other giving
- Fund prototype projects or seed money to launch a longer-term project

Motivations for Giving Corporations/Business

- Corporate/Business foundation giving seen as an investment
- Invest in a positive image, visibility, acceptance and community relations
- Contributions in the form of cash, technical assistance or in-kind goods and services
- *Cause Related Giving* is alternative method
 - Use operational/marketing budget
 - Supports corporate/business marketing strategy

Five Activities of Effective Fundraising

1. **Analysis** – How much do we want to raise? Are we ready to fundraise?
2. **Planning** – See ‘Fundraising Planning Exercise’
3. **Execution** – Volunteers trained, tasks assigned & deadline established
4. **Control** – How will donations be properly managed, recorded & acknowledged to donors?
5. **Evaluation** – When over, were fundraising goals met? What can be improved for next time?

About the Presenters

- Stephanie Van Koevering, Interim CEO, Women's Caring Program, svkcomm@comcast.net
- Michelle Wooddell, COO & Campaign Director, Detroit Historical Society
michellew@detroithistorical.org
- Professor Jerry Lindman, J.D., Director, Center for Nonprofit Management, Lawrence Tech University
www.ltu.edu/management/nonprofit.asp
jerrylindman@gmail.com (517) 242-3655