



2019 Fundraising Outreach Development

In 2018, the Coalition identified the critical need to increase unrestricted funding. We expect BTWC needs \$? For its work to ensure a healthy Big Thompson Watershed for future generations.

Currently, unrestricted funds total less than #% of the Coalitions' total annual income. Achieving our mission and sustaining an effective organization over the long term will require several successful strategies for fundraising and outreach. In order to be successful, we must plan feasible strategies, set appropriate goals, and involve both our Staff and Board in implementing action steps. Below is the Coalition's 2019 fundraising and outreach framework for raising unrestricted funds. It is presented as a basis to understand interest and availability for BTWC Board Members to contribution their time, talent, and resources to ensure BTWC success into the future.

The BTWC Fundraising and Outreach Committee has identified ten strategies in its fundraising outreach plan. Each strategy will require defined purpose, goals, action steps, timeline, and costs. The leadership and the support for each strategy is designated as BTWC Board, Committee or Staff. Responsibility will be further assigned for each strategy and for the action steps within each strategy, so that all strategies are addressed and the load is shared among contributors, Board and Staff. The Board President, Fundraising and Outreach Committee and the Coalition Director will ensure that: actions identified are taken by those so designated, momentum is maintained throughout the year, and progress will be evaluated while making adjustments are made as needed. At each Board meeting, the Board Fundraising and Outreach Committee chair, in concert with the Board President and Coalition Director will report on the progress of the plan.

Your participation is expected and appreciated! Help us create our goals, steps to be taken, timelines, and costs so we can plan effectively!

Fundraising Strategies:

Government Grants:

Most government grants are restricted to programmatic work. Most of the money we have worked with came as a result of the 2013 flood. Now that the restoration work has been completed, how do we gain funds from government agencies?

Foundation Grants:

This strategy targets unrestricted support from private foundations. The plan is to search for and develop relationships with those foundations that do provide unrestricted funds especially family foundations that do not accept unsolicited proposals.

In order for us to continue as an organization, we need to acquire this type of funding.

Board Giving

All current Board members shall give an annual gift at a level that is significant to him/her. This is a personal gift, separate and distinct from any corporate or matching gifts.

In 2018, BTWC Board giving totaled \$?.

Experts agree, a Board that can claim all of its members contribute financially experience greater support.

Membership:

The BTWC Membership program is a vehicle for growing reoccurring small donor support and expanding the BTWC's network for support. Membership effort focuses obtaining long-standing members and expanding our contact database through the capture of demographic information related to BTWC program participation.

Small Dollar Donors:

Small dollar donations are those that are less than the major donor minimum of \$1000. For many organizations, these donations are usually received through a targeted mail, online social media, email, and/or phone solicitation.

For the BTWC, most small donations are acquired through annual appeals like Colorado Gives Day, The Estes Park Rotary Duck Race, The Big Thompson Canyon Associations Pancake Breakfast with Raffle, as well as other opportunities to raise funds during events held throughout the year, e.g. Waterway Cleanup, Beer for the Pier, Rain Barrel Event, Etc.

There are many ways and places to make appeals to help fund the BTWC. Think of it as Friendraising.

Events:

Events help the BTWC gain exposure. The BTWC currently hosts several small fundraising events including; Estes Park Duck Race, The Rain Barrel Event, Annual BT Canyon Association Pancake Breakfast and Raffle.

[Growing a network of members for solicitation will involve targeting the capture of contact information for persons who participate in BTWC activities over the year including volunteers and attendees at other workshops and events.]

Business/Corporations:

Corporate giving makes up approximately 5% of philanthropy in the US. Corporations and businesses give to further their own promotional, sustainability or social responsibility goals in the community, thus furthering their corporate mission and reputation. When a nonprofit organization can merge the corporation's goals with their own mission, there is a great potential for partnership.

This strategy calls for a targeted approach to specific corporations, followed by in-person solicitation. Currently, the BTWC plans to approach this audience through Board contacts and strategic opportunities. This strategy will focus on a targeted approach to acquire sponsorship funds for BTWC.

Major Gifts:

A Major Gift for the Coalition is \$10,000 and higher. These gifts are acquired through a process of Identification, Cultivation, Solicitation and Thanking. The larger the gift, the longer the cultivation period. All Board members can take part in identifying, cultivating and thanking. Only a select few of Coalition Staff and Board will actually do the soliciting (asking) in an in-person setting.

Workplace Giving:

This strategy allows government employees and employees of participating private corporations to donate on a weekly/bi-weekly basis to a charity of their choice through payroll deduction – many employers match the donation. After the paperwork is submitted by the charity and the nonprofit is accepted as a recipient of donations, there is little else to be done besides occasionally participating in hosted events where the BTWC can have an informational table. Payments come to the BTWC after a long lead time.

Planned Giving:

A planned giving program for the BTWC will cultivate donors to consider long-term gifts through a number of financial instruments. A planned gift is any major gift made, in lifetime or at death, as part of a donor's overall financial and/or estate planning. It may include cash, appreciated securities/stock, trusts, annuities, real estate, partnership interests, personal property, life insurance, a retirement plan, etc. This will require the services of a third-party Planned Giving expert to work with BTWC donors. These gifts are not part of the budgeted revenue for an organization, since they are difficult to project and often unknown.

Other:

Future ideas and strategies to be added by the BTWC Board. Any avenues not suggested here a welcome!

Big Thompson Watershed Coalition Board Fundraising Interest Survey

Name:

Date:

Fundraising Topic	Your Involvement Interest (high, medium, low)
Government Grants	
Foundation Grants	
Board Giving	
Small Dollar Donors	
Membership	
Events	
Major Gifts	
Business/Corporations	
Workplace Giving	
Planned Giving	
Additional Opportunities	