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*Communicating Air Quality and Communities in
Motion Meeting*

Finding Funding

Presented By
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National Consulting Organization
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Agenda

- Feasibility Study
- Multiple Streams of Income
- Leadership and Staff Resources
- To hire or not hire a consultant?
- Grants
- Corporate Giving
- Questions and Answers

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FEASIBILITY STUDY

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Step One: Plan

- What are the factors you will need to take into account before launching a study?
- Who should do it?
- Whom should you interview?
- How much will it cost?
- When is the best time to do it?
- What information should you discover from it?



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What is a feasibility study?

- Market research technique to verify everything necessary for maximum success.
- Test the organization's ability to handle fundraising.
- A look at the marketplace
- Thorough examination of the institution's readiness to ask and the community's willingness to give.

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Questions to ask

- Who will contribute the largest gifts?
- How can we evaluate our potential for gathering gifts?
- What is our image in the community?
- Are there any leaders available?
- What are the potential problems?

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Objectives

- To determine the organization's campaign Goal
- To evaluate the strength of the campaign
- To identify potential major contributors
- To identify potential leaders
- To assess organizational image
- To develop a time line

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Materials Needed

- Questionnaire
- An organization statement of need
- Donation range table
- Organizational chart
- Program planning chart
- Growth projections
- Project budget

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Multiple Streams of Income: Identify the best way to raise funds

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Personal Contributions

- Face to face solicitation
- Direct mail
- Telemarketing
- Door to door solicitation
- Online solicitation
- Matching gifts
- Planned giving

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Grants

- Foundation grants
- Government grants
- Corporate sponsorship

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Earned Income

- Special events
- Other fundraisers
- Cause related marketing
- Joint ventures

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Who will lead the charge?

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Board and Committee Involvement

- Selecting the right people
- Ownership of task
- Assist with identification of possible funders
- Relationship building

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Staff Resources

- To hire or not to hire a consultant?
- Identification of staff available
- What if you are it?

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To hire or not to hire a consultant?

- The Relationship
 - Mutual respect
 - Trust
 - Understanding of each other's needs
- Challenges of the Relationship
 - Unrealistic
 - Misdirected
 - Unmet expectations

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So you want to hire a consultant.

- Understand your needs
- Develop a list of characteristics
- Assess your ability to be a good client

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What to look for

- Experience
- Personality
- Self starter
- Ownership
- Leadership
- Where will the person work
- Understands task identification
- Trust/Confidence
- Evaluation Techniques
- Interest in your project

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Being a Good Client

- Stake in the project
- Financial Resources
- Makes the consultant feel welcome
- Provides ample resources
- Is responsive
- Is communicative
- Pays on time

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Finding Grants

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- Efficient
- Effective
- Essential

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What do you need

- Clear Mission
- Buy in by the board, staff, and community
- Programs contribute to meeting the mission
- Understanding of the competition
- Defined budget
- Communication mechanisms
- Effective programs
- Diversified funding base

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The Grant

- One person
- Research
- Know what you want
- Talk to prospective funders
- Gain information
- Seek examples of funded projects
- Listen
- Give thanks
- Follow up
- Celebrate funders

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Components of a Grant Proposal

- One page executive summary
- Mission statement
- Agency history
- Statement of need
- Detailed description of the project and expected results
- Method of evaluating the project
- Role played by volunteers
- Collaborative arrangements
- Detailed project budget
- Explanation of funding for the future

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Characteristics of the Proposal

- Keep it simple, short, and easy to read
- Focus on the program and the need you will fill
- Ask for funding to perform a service
- Demonstrate ability to meet the goals
- Demonstrate possible duplication
- Be careful with attachments
- Include letters of support
- Document agreements with other agencies

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Corporate Sponsorship

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- Knowledge, experience, and determination
- Position your organization as having value in the eyes of the business community

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Why would a corporation sponsor your cause?

- Marketing the corporate name
- Positioning the corporation as a good citizen
- Ensuring that their employees have good communities to live in
- Positioning the company as responsible and responsive to the community in recruiting and retaining employees

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Where does the money come from?

- Centralized corporate foundations
- Local branches
- Public and community relations departments
- Marketing and special projects budgets

Be clear about which companies to approach and where within the company

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Case Study

- Regional air quality program with a \$700,000 budget 80% funded by Departments of Transportation.
- You have never raised more than \$150,000 in corporate sponsorship funds.
- The DOTs are experience major cut backs in their budgets and are threatening to pull the funding.

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How will you save the program?

- Research your business community
- Strategically assess your organization

Surround yourself with realistic individuals who understand the business community and the market and who are positive influences – not individuals who complain but do not offer any solutions.

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Research

- Brainstorm – staff, board, community groups, focus groups
- Generate lists – employers, companies, associations, known entities
- Narrow list to those companies the group will research
 - Funding Guidelines
 - Locations
 - Matching gift programs
 - Grantees

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Assess Your Organization

- Value
 - Participants
 - Families
 - Employers
 - Small businesses

- Care about activities
- Interest in the population served
- Funded other institutions similar
- Benefit from alignment

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Relationship Building

- Find the right person/department
- Uncover what they are interested in
- Be patient – it may take years
- Tailor all correspondence and ideas specifically to the company's needs – without straying from mission

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Questions and Answers

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