



# FUNDRAISING 201:

*Growing Local Revenue to Support Your Work*

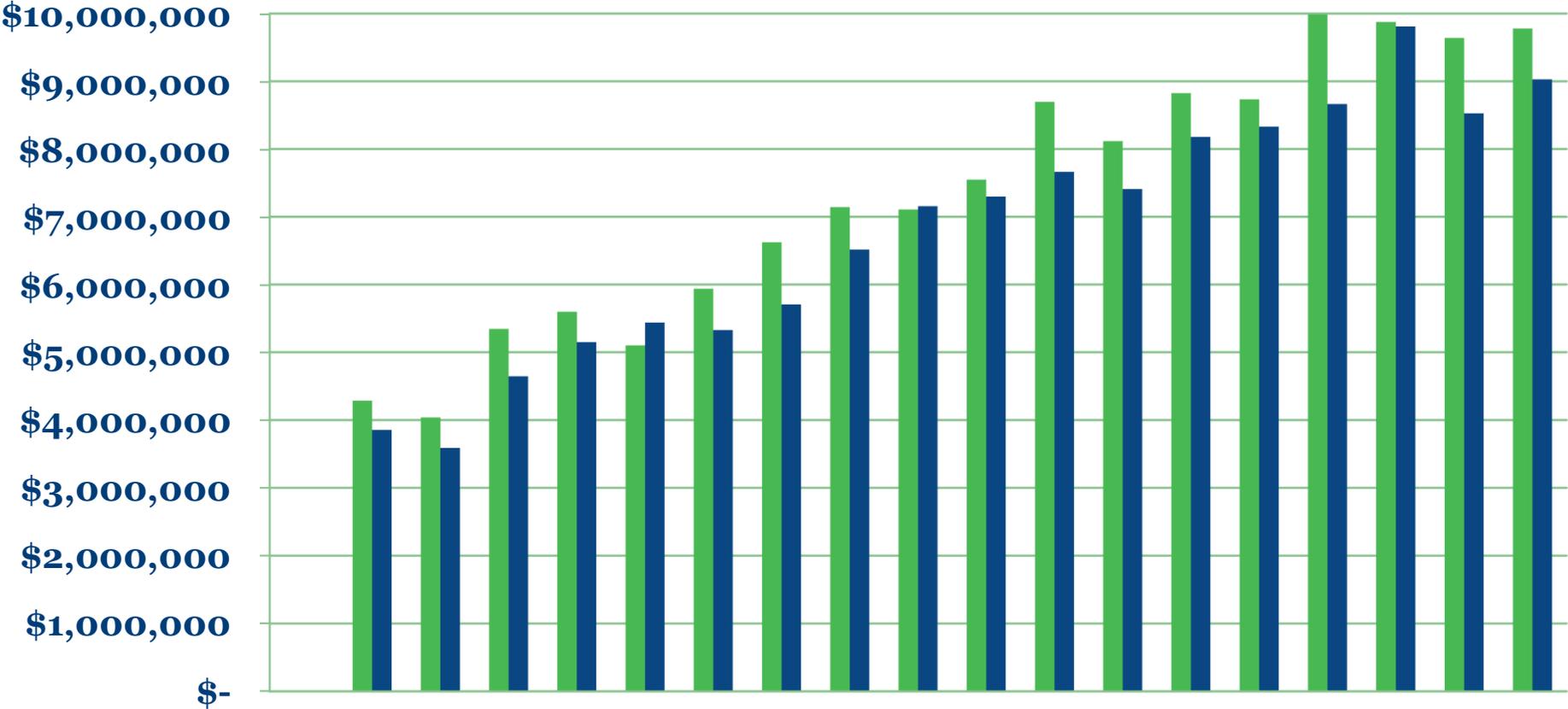
# LEARNING OBJECTIVES

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- 🐟 Plan Before You Fundraise
- 🐟 Foundations (Institutional, Community, Private)
- 🐟 Corporate Giving & Community Engagement
- 🐟 Fundraising Resources
- 🐟 Q & A

# Chapter/ Council Expenses and Revenues

Expenses Revenues



# The Average Chapter/ Council



	Chapters	Councils
Less than \$25k in Revenue	301	20
\$25k-\$100k in Revenue	68	10
\$100k+ in Revenue	10	5
Median Total Revenue	\$8,637	\$16,173
Median Volunteer Hours	985	1,077

# Charitable Giving in the US



In 2016, INDIVIDUAL DONORS drove the rise in philanthropic giving  
And for only the sixth time in 40 years, all nine major philanthropy  
subsectors realized giving increases

## \$390.05 billion

Where did the generosity come from?

**Giving by Individuals**  
\$281.86 billion  
↑ 3.9% **72%**  
increased 3.0 percent (2.6 percent when inflation-adjusted) over 2015

**Giving by Foundations**  
\$59.28 billion  
↑ 3.5% **15%**  
was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

**Giving by Bequest**  
\$30.36 billion  
↓ 9.0% **8%**  
declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

**Giving by Corporations**  
\$18.55 billion  
↑ 3.5% **5%**  
increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

Contributions by source  
(by percentage of the total)

The single largest contributor to the growth in total giving was an increase of \$10.53 billion in GIVING BY INDIVIDUALS—offsetting declines from bequest giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

- 32% Religion \$122.94 billion
- 15% Education \$59.77 billion
- 12% Human Services \$46.80 billion
- 10% To Foundations \$40.56 billion
- 8% Health \$33.14 billion
- 8% Public-Society Benefit \$29.89 billion
- 5% Arts, Culture, and Humanities \$18.21 billion
- 6% International Affairs \$22.03 billion
- 3% Environment/Animals \$11.05 billion
- 2% To Individuals \$7.12 billion

Each charitable subsector grew in 2016 except for giving to Individuals. Growth rates ranged from approximately 3-7 percent.

Giving to international affairs comprised a larger percentage of total charitable giving in the United States, increasing from 4 percent to 6 percent in 2016.

Giving to environment/animals increased 7.2 percent in 2016, the largest gain of any subsector, outpacing growth in overall giving for the last two years.

\* All figures on this infographic are reported in current dollars unless otherwise noted.

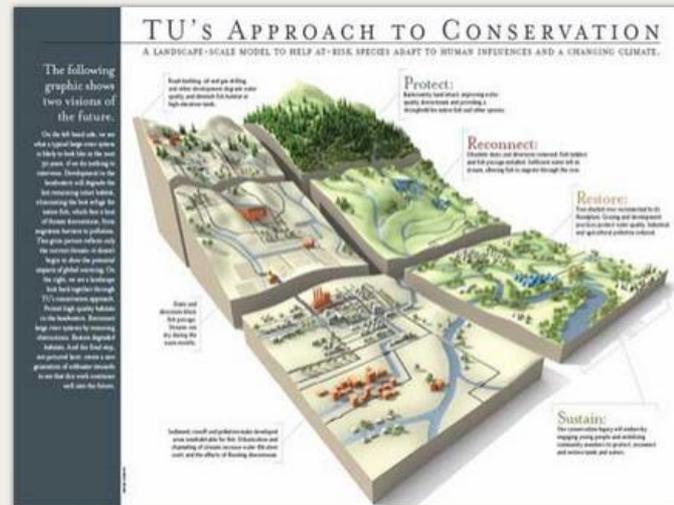
Visit [www.GivingUSA.org](http://www.GivingUSA.org) to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.



# Strategic Planning Leads to Success

- 👉 Develop a Plan with Clear Goals & Measurable Outcomes
- 👉 Define Projects to Achieve Those Goals Over a Set Period
- 👉 Create A Budget to Fund Those Projects and Meet Those Goals
- 👉 Build Your Case
- 👉 Seek Funding

## Strategic Planning Resources



### STRATEGIC PLANNING DOCUMENTS

[TU National Strategic Plan - 2015-2020](#) - PDF

[Strategic Planning Template for Chapters](#) - PDF

[Sample Chapter Strategic Planning Document](#) - PDF

# The Intersection of Need & Opportunity



Where chapter strategic plans are made



# Gathering Your Resources



- Money
- Time
- Expertise

# Two Guiding Questions to Ask

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- 1. What would it take to...?**
- 2. Are we going to...**
  - Buy It?
  - Build It?
  - Borrow It?

# BUY It: Hiring Out the Work

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How would you find potential contractors?

Who can point you in the right direction?

How much will it cost?

How will you raise the funds to pay for it?

# BUILD It: Growing Chapter Capacity



How would you find members with the skills and time you need to develop into leadership?

Who's responsibility is it to find them and build the relationship?

What are the leadership development steps and opportunities you can employ to grow the skills needed in existing and future volunteers?

# BORROW It: Partnering for Success

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What aligned organizations or agencies already have the expertise to do this?

What is their mission?

What specific needs do they have that you can satisfy?

# Case Study: Conservation

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Your chapter's strategic plan calls for a 5-year goal of restoring a total of 1 mile of Curtis Creek.

One of the projects identified is to conduct a river riparian buffer planting at Main Street Park.

What would you need to know and do to implement this strategy?

# Case Study: Conservation

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COST (What materials and plants do we need?)

DESIGN (What are the planting best practices?)

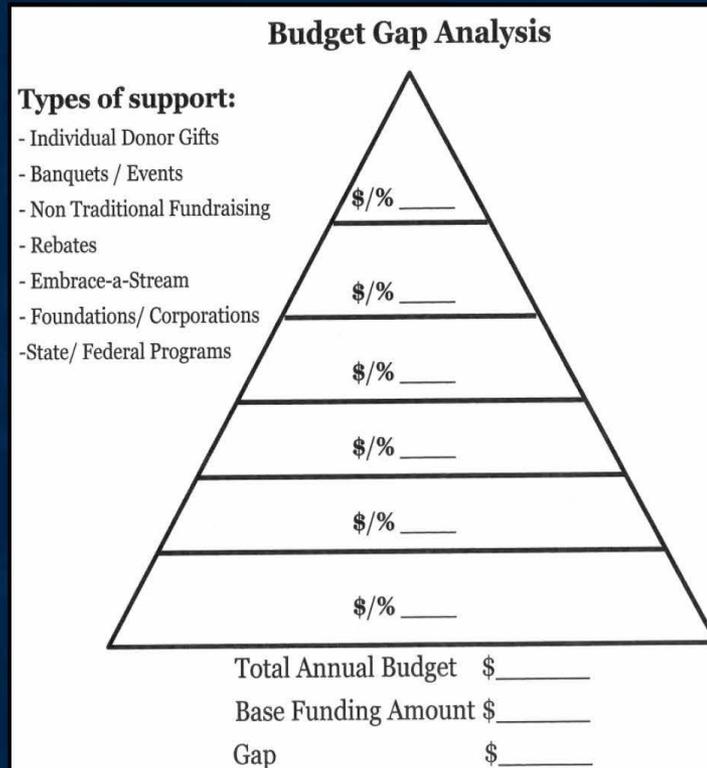
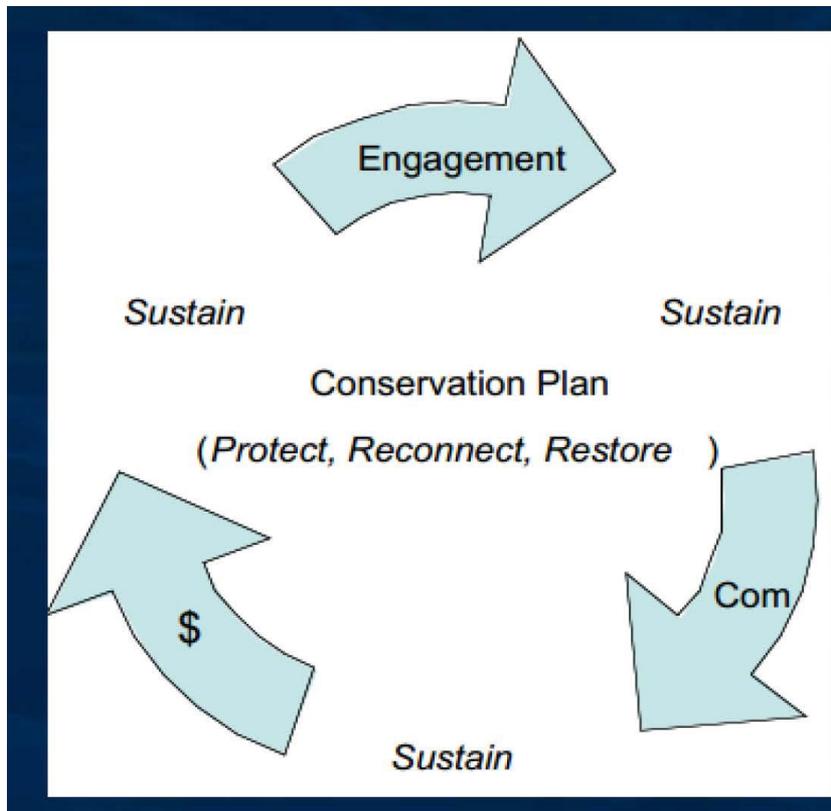
PERMITTING (Do we need a permit? From whom?)

LABOR (How many volunteer hours will it take?)

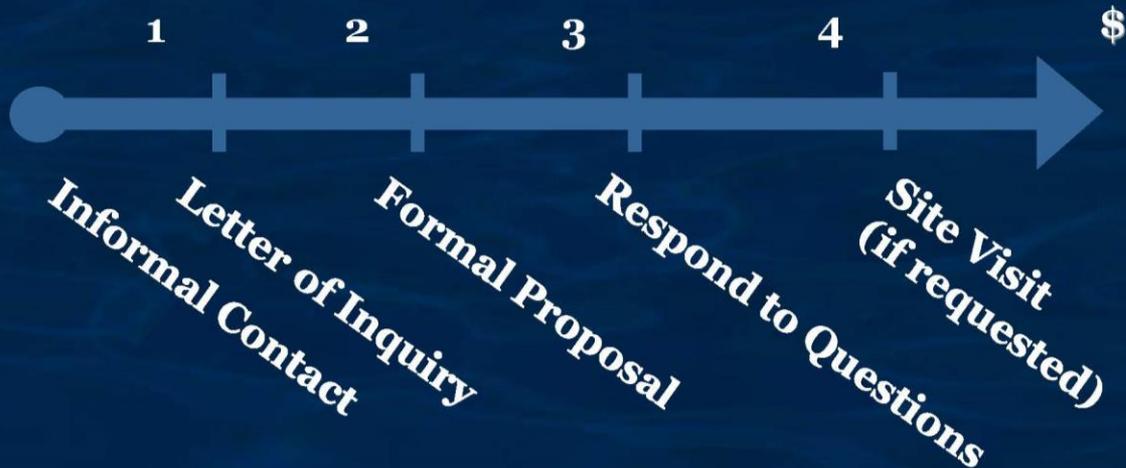
COMMUNICATIONS (How will we get the word out?)

PARTNERS (Who can we partner with on this project?)

# A Strategic Approach to Funding

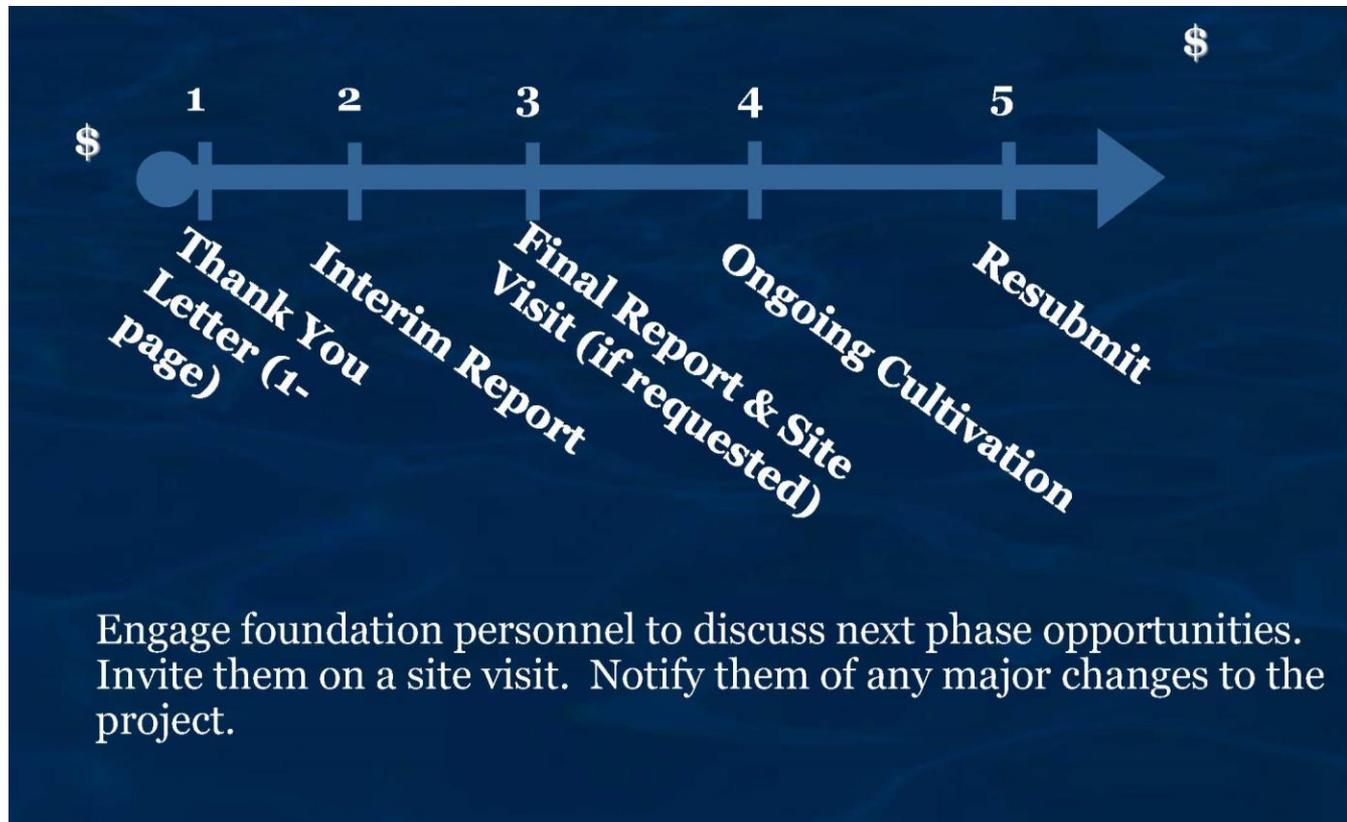


# What Does It Take – Foundation Process



- Process may take as long as 6 to 18 months to complete.
- Personal/ existing relationship with a foundation provides for a much more efficient process & increased likelihood of success.

# What Does It Take – Foundation Process



# Different Types of Foundations

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- 🐟 Federal, State and Agency Foundations
- 🐟 Community Foundations
- 🐟 Private Foundations
- 🐟 Corporate Foundations & Giving Programs

# Federal, State & Agency Foundations



- 🐟 Complex and complicated
- 🐟 Often require significant non-federal match
- 🐟 Mandated policies and procedures
- 🐟 Multiple reporting periods
- 🐟 Expected reporting on measurable results
- 🐟 Partner with TU staff

# Community Foundations



- 🐟 Focused on a specific geographic region
- 🐟 Have their own funding priorities
- 🐟 Can often “broker” grants to other funders
- 🐟 Staffed with experts in the area of interest
- 🐟 Often have “small grant” programs

## 5 A healthy and productive Long Island Sound for Fairfield County

This long term result is supported by the following strategies:

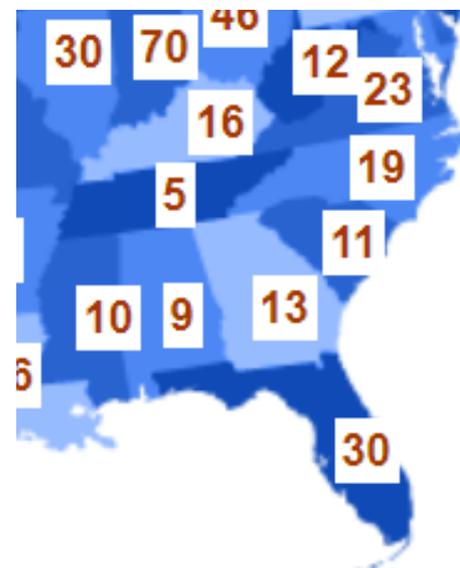
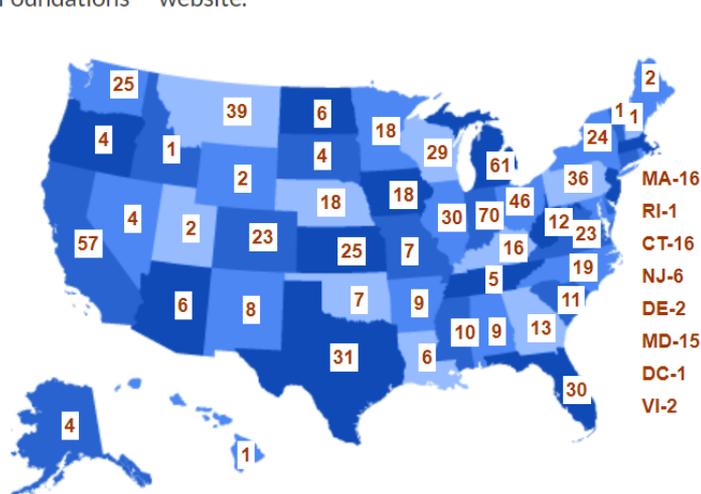
### Improve water quality in Long Island Sound Watershed

- create and maintain cross-town watershed partnerships
- monitor water quality consistently
- engage underrepresented youth in local water quality improvement efforts, with a focus on career exploration and job skills training

## COMMUNITY FOUNDATION LOCATOR

SHARE THIS PAGE    

Find community foundations in your area by clicking on the map. You can view a listing of all accredited community foundations on the National Community Foundations™ website.



# Private Foundations



- 🐟 Often have a very specific focus or interest
- 🐟 Most do not allow unsolicited proposals
- 🐟 Can sometimes be the most flexible funds
- 🐟 But may also have significant “strings attached”
- 🐟 It’s not what you know, it’s who you know

# Private Foundations



1	Member I	Prefix	First Nam	City	State	Zip	Zip+4	Member T	Expire Dat	Member T	Expire Dat	Join Date	Chapter Name
2	4.2E+08			Darien	CT	6820		CCF	#####			#####	258 - Mianus
3	4.15E+08	Mr.	Richard	Darien	CT	6820	2109	CCF	#####			#####	258 - Mianus
4	4.11E+08	Mr.	Lyman	Greenwic	CT	6830	4861	CCF	#####			#####	258 - Mianus
5	4.2E+08	Mr.	Edwin	New Cana	CT	6840	2017	CCF	#####			4/7/2014	258 - Mianus
6	4.08E+08	Mr.	Peter	Greenwic	CT	6830	7036	CCF	#####			#####	258 - Mianus
7	4.08E+08	Mr. & Mrs	Dwight	Greenwic	CT	6831	4307	CCF	#####			#####	258 - Mianus
8	4.09E+08	Mr.	Tim	New Cana	CT	6840	4216	CCF	#####			#####	258 - Mianus
9	4.11E+08	Ms.	Eaddo	Greenwic	CT	6831	2639	CCF	#####			5/9/2005	258 - Mianus
10	4.09E+08	Mr.	Sanjeev	Greenwic	CT	6831	3640	CCF	#####			#####	258 - Mianus
11	4.14E+08	Mr.	Robert	Darien	CT	6820	2231	CCF	#####			#####	258 - Mianus
12	3.78E+08	Mr.	Dennis	New Cana	CT	6840	3402	CCF	#####			1/1/1989	258 - Mianus
13	3.75E+08	Mr.	Mark	New Cana	CT	6840	3610	CCF	#####			#####	258 - Mianus
14	4.08E+08	Mr.	Richard	Greenwic	CT	6831	3719	CCF	#####			#####	258 - Mianus
15	4.03E+08	Mrs.	Jan	Greenwic	CT	6830	6484	FL	#####			7/1/1994	258 - Mianus
16	4.1E+08	Mr.	Fred	New Cana	CT	6840	6829	FL	#####	CCF	#####	#####	258 - Mianus
17	4.01E+08		Joseph J.	Darien	CT	6820	3532	FL	#####			4/6/1993	258 - Mianus
18	4.1E+08	Mr.	Gavin	Stamford	CT	6902	7467	FL	#####			9/9/2004	258 - Mianus
19	4.08E+08	Mr.	William	New Cana	CT	6840	5226	FL	#####			9/2/1998	258 - Mianus
20	2.08E+08	Mr.	Shelley	Stamford	CT	6907	1008	FL	#####			1/1/1976	258 - Mianus
21	2.51E+08	Mr.	W.	Vero Beac	FL	32963	3373	FL	#####			5/9/1983	258 - Mianus
22	4.08E+08	Mr.	Donald	Greenwic	CT	6830	4726	FL	#####			#####	258 - Mianus
23	4.06E+08	Mr.	Craig & Su	Darien	CT	6820	5228	FL	#####			#####	258 - Mianus
24	3.21E+08	Mr.	John	Stamford	CT	6903	1410	LI	#####			#####	258 - Mianus
25	4.11E+08	Mr.	Kip	Cos Cob	CT	6807	2537	LI	#####			1/8/2008	258 - Mianus
26	3.7E+08	Mr.	Rudy	Wilton	CT	6897	4515	LI	#####			1/1/1989	258 - Mianus
27	4.12E+08	Mr.	Scott	Boston	MA	2108	1211	LI	#####			#####	258 - Mianus
28	3.29E+08	Mr.	Bruce	Old Green	CT	6870	2219	LI	#####			#####	258 - Mianus

# Finding Foundations



## WWW.FOUNDATIONCENTER.ORG/FIN

### LEARN ABOUT

- Foundations and Fundraising
- Proposal Writing
- Nonprofit Management
- Tools and Resources



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#### GET STARTED

**Welcome**

- New Visitors
- Individual Grantseekers
- Nonprofit Grantseekers
- Grantmakers
- International Visitors
- People With Disabilities
- Children and Youth
- Reporters/Media

**Get Answers**

- FAQs
- Ask Us
- Reference Guides
- Topical Resource Lists

**Learn About**

- Foundations and Fundraising
- Proposal Writing
- Nonprofit Management
- Tools and Resources

#### Funding Information Network

The Funding Information Network is a network of libraries, community foundations, and other nonprofit resource centers that can be found across the U.S. and around the world. Network partners provide a **suite of tools and resources** consisting of Foundation Center databases, publications and a variety of supplementary materials and services in areas useful to grantseekers.

A key initiative of Foundation Center is to reach under-resourced and underserved populations throughout the United States and in other locations around the globe, who are in need of useful information and training to become successful grantseekers. One of the ways we accomplish this goal is by designating new Funding Information Network partners in regions that have the ability to serve the nonprofit communities most in need of Foundation Center resources.

We are seeking proposals from qualified institutions (e.g. public, academic or special libraries, nonprofit resource centers, centers for innovation, community foundations, United Ways, etc.) that can help us carry out this important initiative.

- » [Find your nearest location here](#)
- » [Domestic \(U.S.-based\) applicants click here](#)
- » [International \(non-U.S.\) applicants click here](#)

Become a Network Partner

#### Infographic

Learn more about the Funding Information Network

# Finding Foundations



The Foundation Center provides free funding information through more than 400 Funding Information Network locations (formerly called Cooperating Collections) — libraries, community foundations, and other nonprofit resource centers located across the U.S. and several countries. Use this map to find a network location near you. [About the Funding Information Network»](#)

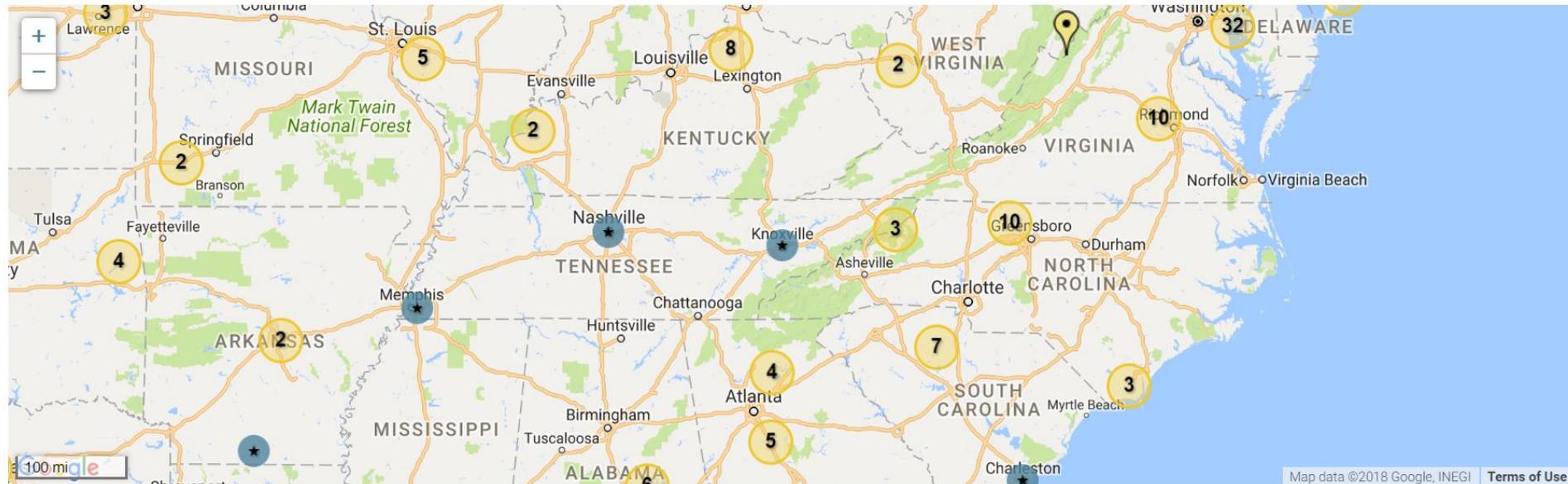
Location  Search



Point from which distance is measured



Funding Information Network location



# Finding Foundations



# Finding Foundations



Google environment grant

All **News** Images Videos Maps More Settings Tools

About 1,930,000 results (0.33 seconds)

 **Borough of Hawthorne Awarded \$20000 Sustainability Grant**  
TAPinto.net - 7 hours ago  
The **grant** was presented to Mayor Richard S. Goldberg, Rayna Laiosa – Hawthorne **Environmental** Commission/Green Team – Chairperson, ...

 **Seacoast Women's Giving Circle announces grant recipients**  
Seacoastonline.com - May 18, 2018  
Totalling more than \$60,000, the awards will support the Seacoast **environment** through **grants** in **environmental** education and next generation ...

 **Community/Environment Health and Outdoor Activity Grants**  
Youth Today - May 15, 2018  
Community/Environment Health and Outdoor Activity **Grants** ... Subject: Community Development, Health, **Environment**, Outdoor Activities ...

**Dominion announces Environmental Education and Stewardship grants**  
The Charlottesville Newsplex - May 11, 2018  
RICHMOND, Va. (CBS19 NEWS) – A local nonprofit that helps people living with disabilities enjoy outdoor activities has received a **grant** ...

# Finding Foundations & Funders



**2016 ANNUAL REPORT**

Simple Gifts, and Lasting Ones

I pulled up to a Starbucks drive-thru one evening to fuel myself for a road trip to a conservation site. As I fumbled for cash, the double windows opened and the cheerful barista leaned forward with my beverage. "It's already paid for, by the person who was in front of you," she said.

Tail lights were leaving the lane, turning away from my destination; no chance to thank this thoughtful person. "OK, I'll pay for the person behind me." "I said, "Nobody else is in line," she responded. "But by it some other time." That random anonymous act of kindness, and the coffee, warmed me for the rest of the drive.

The West Virginia Land Trust has been similarly warmed this year by generous contributions from people we don't know personally – and one who is totally anonymous – who have called us up to say that they have heard of our work and want to help conserve West Virginia's Special Places by directing portions of their retirement accounts to us. We are humbled! And if that anonymous donor whose bank wired us retirement funds, but would not reveal the source, is reading this: Know that we're thankful. To all who have given: We aim to continue to make you proud of what you are making possible in our beloved West Virginia hills.

This annual report recaps some of the highlights from 2016 that you, our supporters, have accomplished with us. You'll see that the Land Trust brings conservation skill to other organizations around the state, responding to local interests, and casting a wide net around West Virginia's highly diverse roster of special places. From a Civil War site to an ancient forest grove to Ohio River islands, and on to projects that protect water quality and recreational access and nature preserves and rare habitat and farm land, our staff fans out all over the state to secure valuable places for posterity. We're proud to be doing this with our newly-minted national accreditation from the Land Trust Alliance, which offers a "gold seal" for the highest levels of conservation practices and standards for land trusts.

Anonymity works for donors, but not so well for an organization. And you said this newsletter, we'll thank you if you'll pass it along to friends or relatives who don't know about us yet. We'd like to become more of a household name, and despite all the wonders of technology and marketing, West Virginia's tradition of word-of-mouth communication remains the most valuable means of connecting with fellow Mountaineers, wherever they may be.

*Snap Shots*  
A snap shot of last year!

**ACCREDITATION ACHIEVEMENT**

After a year of rigorous preparation and review, the West Virginia Land Trust was awarded national accreditation in 2016!

A Mark of Distinction  
The accreditation seal AFFIRMS national quality standards are met.

- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship

[LandTrustAccreditation.org](#)

Just for the record: The next time I went to a Starbucks drive-thru, I paid for the person behind me. Fall great.

Happy reading!

*Brent Bailey Ph.D.*  
West Virginia Land Trust Executive Director

**We would like to THANK our 2016 supporters!\***

In addition to our event sponsors and generous donors, the WVLT is grateful for our major support from Appalachian Mountain Advocates, Sierra Club, WV Highlands Conservancy, Ohio Valley Environmental Coalition, Coal River Mountain Watch, and West Virginia Rivers Coalition!

<p><b>Special Celebration Sponsors:</b></p> <p>Appalachian Power Appalachian Stewardship Foundation Amett Carbis Toothman LLP Bailey Smith PLLC Bailey &amp; Glasser, LLP Bailey Javins &amp; Carter, L.C. BB&amp;T Berthold Law Firm PLLC Charleston Gazette Coca-Cola Consolidated Dominion DOW Chemical Company Gat Creek GoldenTree Asset Management Goldman Associates, Inc. Kanawha-Routledge Company National Parks Conservation Association Payne Gallatin Inc. Poteasta &amp; Associates, Inc. PrayWorks, LLC Suttis &amp; Statelaker, PLLC Terrell Ellis &amp; Associates, Inc. The Conservation Fund The Wine Shop West Virginia American Water WVU Land Use &amp; Sustainable Development Law Clinic Ziegler &amp; Ziegler, L.L.C.</p>	<p><b>Corporate Sponsors:</b></p> <p>Margaret &amp; Ben Pomponio Carol &amp; Scott Rotruck Jane &amp; Leigh Shephard Carla &amp; Craig Slaughter Lisa &amp; Rod Smith</p> <p><b>Blue Jean Ball Sponsors:</b></p> <p>Allstar Ecology LLC Animal Medical Center Highmark Blue Cross Blue Shield MediExpress Urgent Care Mountaineer Audubon Judy &amp; Ron Thompson West Virginia Highlands Conservancy Virtus Wealth Solutions</p> <p><b>General donations to the areas of greatest need:</b></p> <p>Laurie and Christian Altidos Clarence Aleshire Hayne and Andrew Altman Calvert and Ted Ambrecht Ted Ambrecht and Heather Hill Wini Arnold Sarah and Benjamin Bailey Brent Bailey and Liz Cohen Lillian Bailey Erin and Matthew Bailey Penelope and Robert Bailey Louella and Robert Baldy Elizabeth and Lawrence Baldwin Robin and David Barnett Nikki Barone Michael Barr Andi &amp; Bob Allen Calvert &amp; Ted Ambrecht Brent Bailey &amp; Liz Cohen Stacy Boggess Elsie &amp; Bill Carter William Maxwell Davis Tacy &amp; Chap Donovan Kathy &amp; Dan Foster Helen &amp; Rod Graves Jackie Hallinan &amp; Robert Wilson Joanna &amp; Skip Harless Adriana &amp; Jonathan Marshall Judy &amp; Britt McClurkin Callen McClurkin Antonette &amp; J. Holmes Morrison Harvey Peyton Nina Peyton</p>	<p>Nancy and Carter Bruns Elizabeth and James Bulard James Bush Pamela Byrne and John Huerta Brian Carlson Joseph Carney Mariena Chestnut Philip Childs Nelle Patrice Chritton David Clark Tom Clark Jessica and Jason Coffman Amanda and Robert Cole Phil Cole Hope and Thomas Covey Sandy and David Cowan Virginia and Kenneth Cronenberg Pamela Cubberly Fredricka and Homer Davis Laura G. Davis William M. Davis Donald DeLuca Susan Derrickson Mark Desrochers Dianna Dickens Dingees Rum Properties Tacy and Chap Donovan Sara and Brian Doughty Starratt M Douglas and Jodie Jackson Diana Druga Chris Haddock and Susan Eason Rob Eli Valerie Ellis Todd Enyan Mary Fagan Nancy and Robert Fala Kirsten and Nathan Felty John Fiesche Paula Fitzgerald Barbara Felschauer Richard Finn Anna and Peyton Forbes Thomas Fox Mary Gaine &amp; Peter Wentzel Shelia Garner Eydle Gaiser Nancy and John Ganz David Gardner Katherine Ganley and Derrick Shank</p>
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<p>Theodore &amp; Lorraine Yakush Andrea Zana Douglas &amp; Heidi Zarookian Rich &amp; Maggi Zeldes William &amp; Amy Zima Mr. &amp; Mrs. Richard A. Zucker Charles Zylstra</p> <p><b>Trailblazer \$500-\$999</b></p> <p>Aspetuck Brew Lab Carol &amp; Rone Baldwin Julia Bassett Robert &amp; Gail Bedoukian Laszlo &amp; Jill Birinyi, Jr. David Blocher Amy &amp; Aaron Bowman Jason &amp; Kimberly Brenner Peter &amp; Leslie Cawley Mr. Robert F. Corroon, Jr. Robert Diefenbach Deborah Elam Sasqua Garden Club Ms. Helen Garten Linda A. Giers Marcy &amp; John Golden Mary Ellen Guzewicz Victoria L. Hornbostel Nancy &amp; Bill Humphrey-Saipé Family Don &amp; Wendy Hyman Meagan Johnson Steve &amp; Yvette Kohn Carol &amp; Val Kratzman William M. Kutik John Light III Michael Locker Wendy &amp; Norman Macbeth Brian &amp; Florence Mahony David McKinnis The Meshomasic Hiking Club Anne Morgan Ross &amp; Ande Ogden Mr. &amp; Mrs. Samuel J. Palmisano</p>	<p>Catherine Walsh The Watsons' Lawrence &amp; Mary-Lou Weisman Richard Wiese Heather and Colin Williams-Walklet Armand &amp; Cynthia Murdock Wolf Richard Wright Steven Zatz</p> <p><b>Steward \$1,000 or more</b></p> <p>Misty Deyer Nancy Blair Lisa Brodrie Celia &amp; Fred Campbell-Mohr Christopher Delaney Aili diBonaventura Peter Diefenbach Mr. &amp; Mrs. Robert J. Eck Mr. &amp; Mrs. William Everett, Jr. Alan &amp; Betty Fieldman Jerrold &amp; Sally Fine Andrew Frankel Mr. &amp; Mrs. Alfred Fressola Mitzi Lyman &amp; David Geronemus David Godfrey Mr. &amp; Mrs. Alan Goldbecker Gardner Grant Steward &amp; Constance Greenfield Claudia &amp; Rob Hahn Amy &amp; Steve Harlacker Mr. &amp; Mrs. Raphael Hodgson Quentin Keith Chris &amp; Andrea Kerin Bill &amp; Eileen Kraeikel Darcy Stacom &amp; Chris Kraus The Robert and Bonnie Kreitler Foundation Marta Jo Lawrence Jacquie Littlejohn Kevin MacGuerin Pete Muller Mr. &amp; Mrs. Richard Ritzel Jr. Mrs. Anne Williams Ritzel</p>	<p><b>Foundations</b></p> <p>William T. Morris Foundation Newman's Own Foundation Sexauer Foundation William C. Bullitt Foundation, Inc. Grace K. Salmon Trust</p> <p><b>Blueberry Bush Sponsors</b></p> <p>Matt Bartelme Roger &amp; Louise Bohler David &amp; Jill Brant Lisa &amp; Ryan Burke Carol Cate William Damm Annie Ewing Dina Felschmann Jeff &amp; Lori Burns Galdenzi Howard &amp; Joyce Greene Walter &amp; Betsy Greene, Jr. Eva &amp; Jim Grundy Jonathan Hochhauser Victoria L. Hornbostel Alexa Kantigas The Robert and Bonnie Kreitler Charitable Fund Joseph Kuglielski Kevin &amp; Ryan LaForce Nancy Lawton Adam Rosen &amp; Emily Lehmann Robert &amp; Julie McClenathan Loraine McLaughlin Seth &amp; Danielle Meskin Pat &amp; John Cottrell Naylor Lillie &amp; Joseph Pesce Jane Romanello Sandra Rosenberg Judith Sloan Mrs. Karin Sverguson Megan Swensen Linda Vaughan Louise Washer Amy Whiteley</p>
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# Corporate Funding & Giving



- ✦ Beyond philanthropy often have an interest in the good press that grants garner - the “halo effect”
- ✦ Typically have clearly defined and narrow interests and giving programs and objectives
- ✦ Smaller companies may be more flexible
- ✦ Employee engagement can be a trigger

# Corporate Community Citizenship



## Employee Volunteer Events

- ✦ Provide Free Labor
- ✦ Build Good Will
- ✦ Introduce New People to Conservation
- ✦ Raise Awareness in the Community
- ✦ Provide Potential Long-Term Partnerships & Funding

DONATE

PLANNED GIVING

COLDWATER  
CONSERVATION  
FUND

TAKE ACTION

VOLUNTEER

MEMBER BENEFITS

MEMBER DISCOUNTS

TACKLE BOX ▶

LEADERS ONLY TOOLS

GO FISHING

NATIONAL EVENTS

NEWSLETTER SIGNUP

ORVIS TU 1,000 MILES  
CAMPAIGN

## Fundraising for Chapters and Councils

### [TU's Fundraising Program](#)

Vendors that offer chapters and councils gear at discounted rates for local fundraising efforts

### [TU Guide to Fundraising](#)

Create a well-coordinated banquet with these helpful tips and planning tools

### [Golf/Fish Tournament](#)

The Donegal Chapter (037) shares their successful, and unique, event ideas and a brochure from their Golf/Fishing event

### [Creative Fundraising Ideas for Chapters and Councils](#)

In 2012 the NLC Fundraising workgroup compiled this list from real fundraising examples shared by chapters and councils across the country. Ideas are ranked on their difficulty level and the amount of money a chapter or council might expect to make.

### [Volunteer Mentor List](#)

Volunteer leaders from across the country have offered their contact information to you in the hopes you will reach out to them if you are looking for a mentor or have questions specific to chapter or council fundraising.

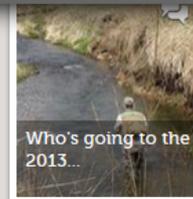
### [A Strategic Approach for Fund Development](#)

This 35 page workbook is designed to help volunteers create the elements of a strategic fundraising plan.

### [Trout Unlimited Banquet Guide and Planner](#)

Created just for TU chapters and councils, this planning document outlines the basics of successful fundraising banquets.

[Example Printed Banquet Program](#)



### Member Update of New Site

How are you updating your Chapter/Council members of the new site? Group email, Newsletter, Facebook, Twitter? Share how you...

Posted by [Doug Agee](#)

[ [READ MORE...](#) ]



### Utah's Water Future...

Hey Utah Anglers. Are you planning on attending one of the Utah's Water Future public meeting? TU's very own Tim Hawkes has...

Posted by [Doug Agee](#)

[ [READ MORE...](#) ]

# Fundraising Resources



## Fundraising Program Vendors



Get discounts Up to 60% Off!

Contact Nick Halle  
Volunteer Operations Coordinator  
[nhalle@tu.org](mailto:nhalle@tu.org)  
(703) 284-9425

# Fundraising Resources



## Chapter & Council Fundraising

### Ideas, Events & Activities

Provided by TU Grassroots  
Fundraising Work Group  
www.tu.org (Tackle Box)

The following fundraising ideas were gathered by the grassroots Work Group on fundraising from Trout Unlimited chapters and councils from across the country. Broken into the categories of Events, Food, Gear, Raffles, Trips, Grants and General, the following list provides an at a glance resource for TU volunteers looking to increase their chapter or council's fundraising success or effectiveness. Along with the ideas and states where they have been successful, the legend describes the ranking system for each idea's potential to raise funds; volunteer time requirements; technical and logistical difficulty

\$	\$0 to \$500	Up to 150 Hours
\$ \$	\$500 to \$2,500	Up to 250 Hours
\$ \$ \$	\$2,500 to \$5,000	Up to 350 Hours
\$ \$ \$ \$	Over \$5,000	Up to 500 Hours

	Relatively easy		Moderate planning
	Minor planning		Extensive planning

## Events

**Fishing / One Fly Tournament** (UT, WY, RI)  
One Fly or other types of fishing tournaments promote the sport, attract new members and raise money from entrance fees, business sponsorships and donations at the event.



**Fly Fishing School or Class**  
Fly fishing schools or classes promote the sport, attract new members - including families and youth - and raise money from entrance fees and business sponsorships.



**Film Screening**  
Film screenings - such as the Fly Fishing Film Tour and others - attract new members and raise money from ticket sales and business sponsorships. (Potential for a raffle at event.)

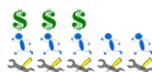


**Casting Competition**  
A casting competition can attract new members and raise money from entrance fees and business sponsorships. (Potential for a raffle at the event.)



## Events (continued)

**Trout Fest / Multi-Day Exhibition** (TX)  
Multi-day exhibitions with speakers, seminars, fly tying and casting instruction promote the sport, attract new members and allow for a wide range of fundraising activities.



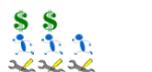
**Rubber Duck Race**  
A rubber duck race works especially well at attracting young families. Revenue can be generated through entrance fees and business sponsorships. (Potential for a raffle at event.)



**Renowned Speakers**  
Events such as luncheons, breakfasts or dinners with a renowned speaker can attract an adult crowd and raise revenue through ticket sales. (Potential for a raffle at event.)



**Fly Tying Exhibit / Competition**  
A fly tying exhibit or competition will attract a specific audience and can raise revenue from entrance fees, ticket sales and sponsorships. (Potential for a raffle at the event.)

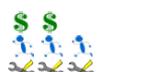


## Food

**Barbecue**  
Host a barbecue for chapter or council members and the public. Revenue can be raised through meal ticket sales and sponsorships. (Potential for a raffle at event.)



**Pancake Breakfast**  
Host a pancake breakfast for chapter or council members and the public. Revenue can be raised through meal ticket sales and sponsorships. (Potential for a raffle at event.)



**Wine & Cheese Tasting**  
Host a wine and cheese tasting for chapter or council members and the public. Revenue can be raised through meal ticket sales and sponsorships. (Potential for a raffle at event.)



**Chili Cook Off** (GA)  
Host a chili cook off. Revenue can be raised through competitor entrance fees, attendee ticket sales and sponsorships. (Potential for a raffle at event.)



## Business and Other Partnerships

**1% for Rivers (the Planet)** (CO, NH)  
Partner with local businesses to donate 1% of sales - either for the year, forever, or for a short period of time, to TU conservation programs.



**Rod Raffle** (MA)  
Partner with a bank or other community business to purchase a rod/reel engraved and displayed at the business promoting TU. Rod/reel auctioned/raffled off.



**Matching Funds**  
Request matching fund donations from area businesses.



**Trout Camp**  
Ask local businesses to sponsor kids going to trout camps.



**Chamber of Commerce**  
Join the Chamber of Commerce and build relationships with local business owners.



**Grocery Store Change Jars** (CT, NH)  
Place change donation jars in local grocery stores and other retail businesses.



**Adopt A Stream** (PA)  
Local businesses and individuals pay to "adopt" a section of stream to keep it clean. 100R=\$25, 150R=\$35, 200R=\$50 etc... Employees can help clean rivers, or donate \$5.



**Workplace Giving Campaigns**  
Encourage businesses to develop workplace giving campaigns with TU as the beneficiary.





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About Get Involved TU Community Conservation

JOIN RENEW DONATE MY TU



### Get The Newsletter

Receive the weekly newsletter THE RELEASE for the latest news around TU.

SIGN UP

### Get Your Flies & Belt!



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## TU Volunteer Trainings

TU volunteer leader trainings are a great way to increase your knowledge, access new resources and learn the tips, tactics and tools. Led by staff members as well as fellow volunteers, these trainings run the gamut of topics. For more help and information, contact a member of the [Volunteer Operations staff](#).

### REGISTER FOR UPCOMING TRAININGS

Click the links below to register for one of these upcoming volunteer training webinars and regional and national conferences offered by TU.

- May 18-20 – [Southeast Regional Rendezvous: Davis, West Virginia](#)
- May 22 - [U.S. Forest Service New Fisheries Strategic Plan](#)
- June 8-10 – [Northeast Regional Rendezvous: Lake Placid, N.Y.](#)
- June 20 - [Planning for Fundraising Success](#)
- July 15 – [Embrace A Stream – Deadline to Submit Final Grant Application](#)
- Sept. 19-22 – [2018 Annual Meeting: Redding, Calif.](#)

### Benefits Spotlight



THE NEXT GENERATION

FLYMEN FISHING CO.  
Flymen Fishing Company offers simplified fly tying materials designed to combine ease of tying with top-notch performance on the water.



# Questions?

**Jeff Yates**

**[jyates@tu.org](mailto:jyates@tu.org)**

**(203) 216-7078**

