

Maximizing Funding Discussion Series:  
**Session 3: Fundraising**

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August 9, 2021



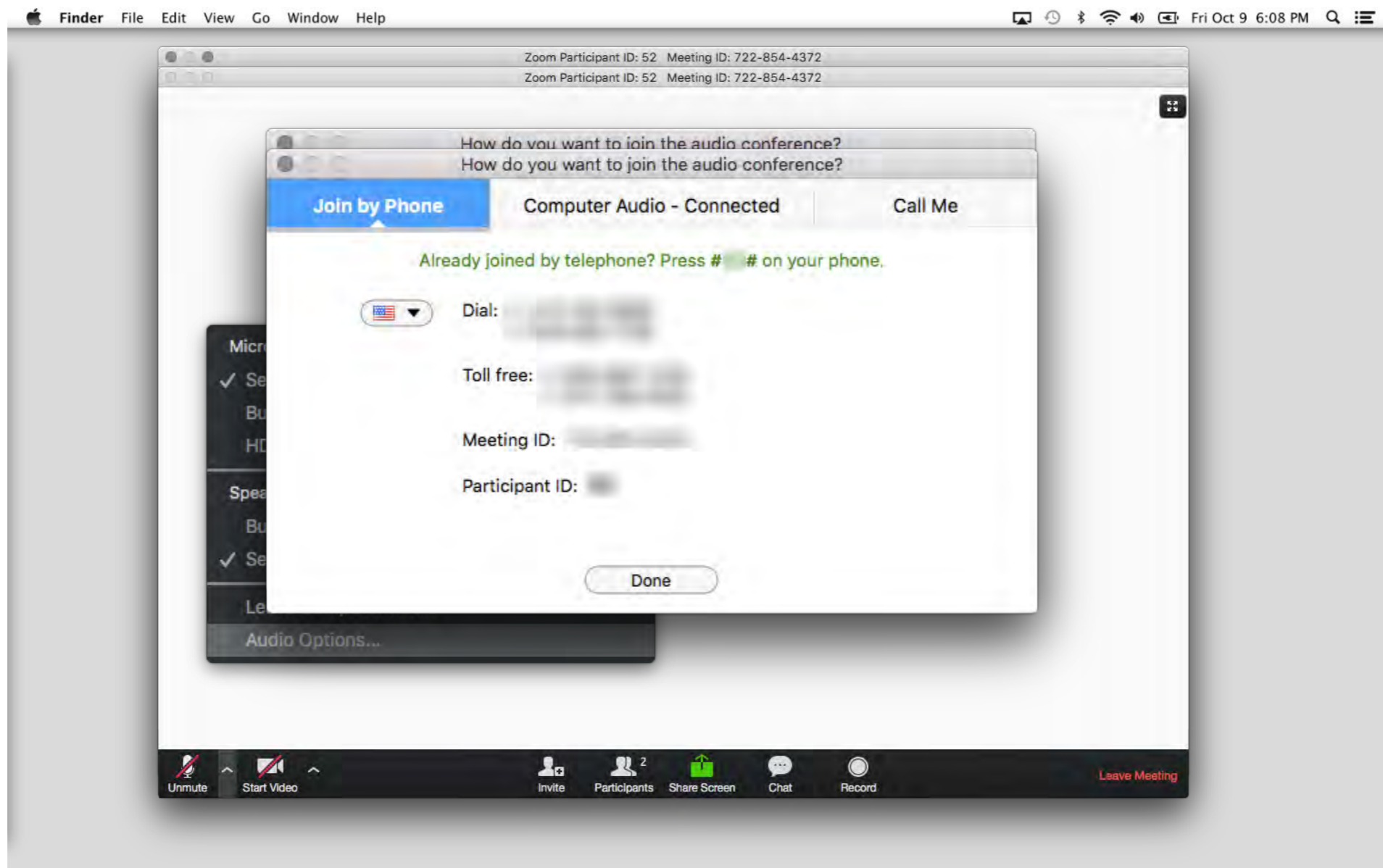
## How to Participate in Today's Discussion Session

Participant audio will be muted. Participants will be encouraged to unmute their lines to participate in discussion throughout the session.

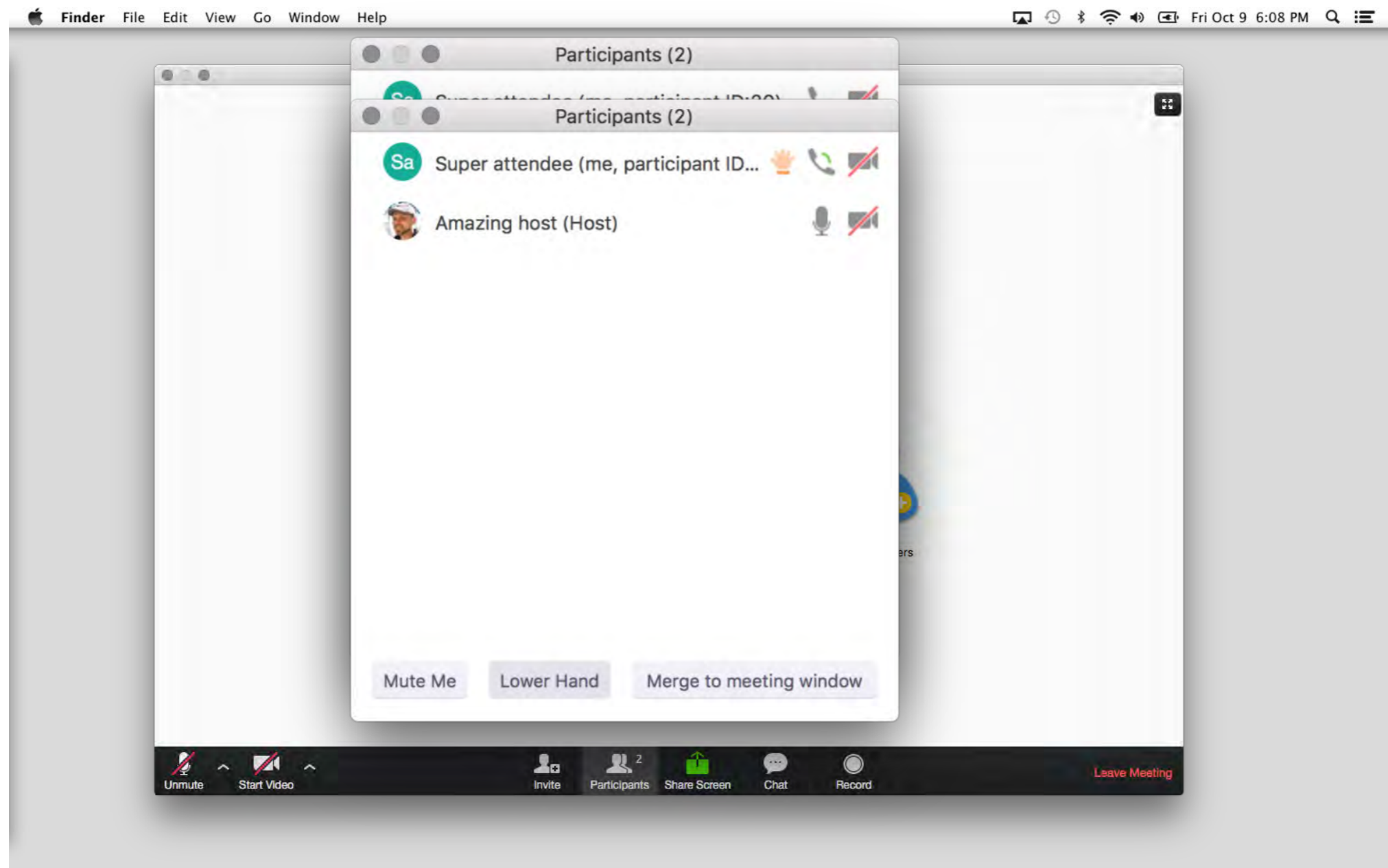
We will also be monitoring questions through the Chat box and answering them at designated times during the discussion.

This session is being recorded and will be available for viewing once it has been archived. We will notify everyone by e-mail when it is available.

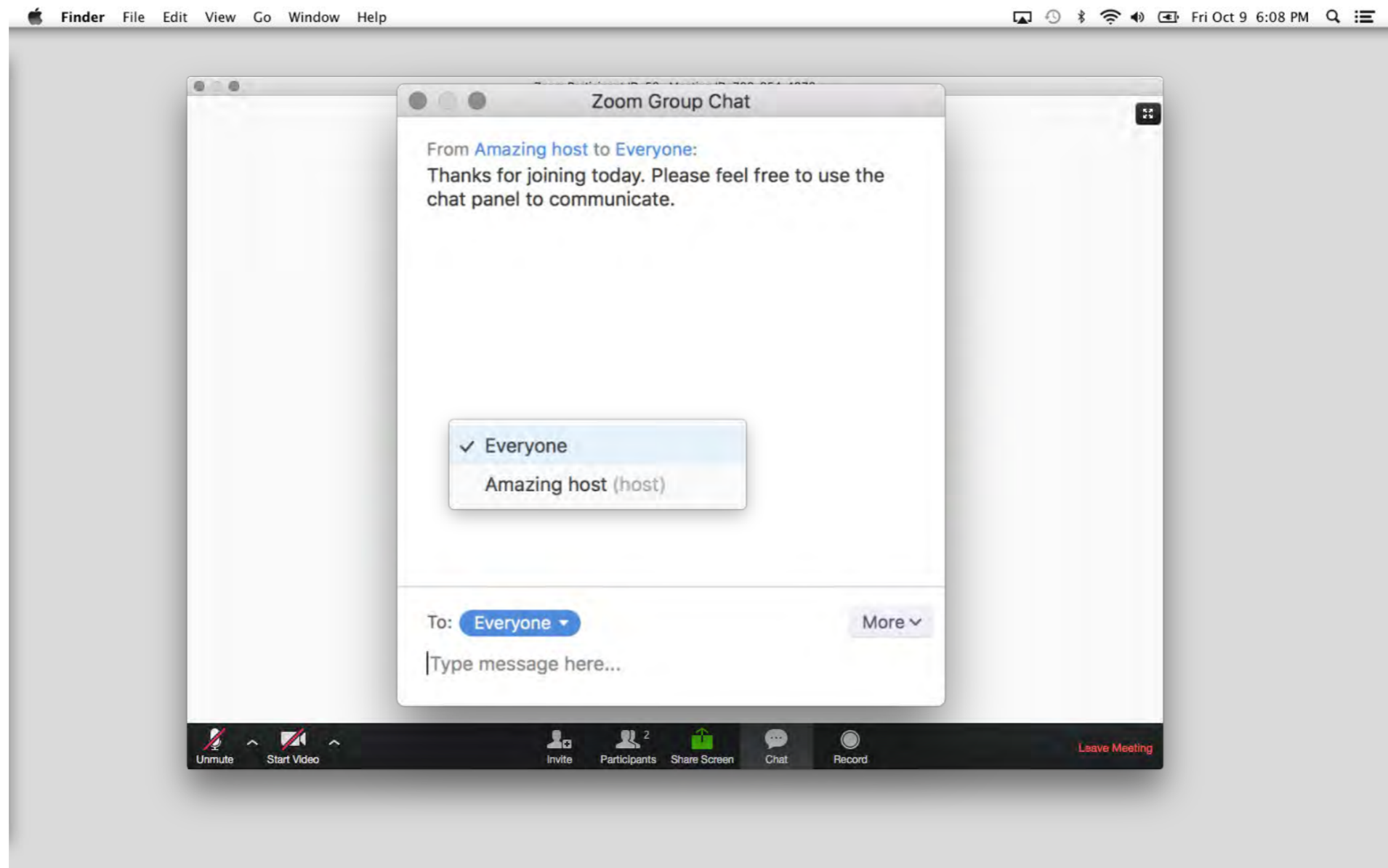




## Audio Options



**Raising Your Hand**



## Using the Chat Box

# MAXIMIZING FUNDING DISCUSSION SERIES

**Session 1 – November 16<sup>th</sup>, 2020: Leveraged Funds**

*\*Recording available in the media library on the FRIENDS website*

**Session 2 – March 8<sup>th</sup>, 2021: Braided & Blended Funding**

*\*Recording available in the media library on the FRIENDS website*

**Session 3 – August 9<sup>th</sup>, 2021: Fundraising Strategies**

**Session 4 – Fall 2021: Fundraising Strategies, part 2**



# Children's Trust Fund

*Michigan's*  
*chapter of*  **Prevent Child Abuse**  
America®

**Maximizing Funding**  
**August 9, 2021**

# Mission

- As Michigan's **only** agency dedicated to the prevention of child abuse and neglect, we will lead, facilitate, fund, and support programs in 83 counties.



stand **UP**  
for kids

# Belief

*The prevention of child abuse and neglect is possible through inspiring hope and providing evidenced-based as well as innovative programs through partnerships in each community across Michigan.*

# CTF Funding History

- License Plate
- Tax Campaign
- Signature Auction Event



# Auction History

- Governor and Legislature decided to fully fund the Trust
- Board realization there would be less money for programming if fundraising didn't become a priority
- Board not required to fundraise and did not have capacity
- Hire fundraising consultant
- Create Signature Event to raise money and awareness
- Turn to Legislative Leaders who DO fundraise
- Volunteer committees who work in/around government
- Celebrating the 19<sup>th</sup> event this year - September 28, 2021

# Leadership/Structure

- Honorary Chair
- Board Members
- Four Quadrant Leaders
- Three Working Committees
  - Sponsorship
  - Gift
  - Marketing
- Fundraising Consultant
- CTF Staff



# Auction Successes and Challenges

# Successes and Challenges

- Engages Legislative Leadership and provides awareness on issue
  - *Legislature has other priorities which can divert their attention*
- Lobbying community very involved and willing to open doors
  - *Transactional donors/hard to develop relationship with CTF*
- Donors attracted because of legislative involvement
  - *New legislators question why*
- Low burn out due to term limits
  - *Expensive in terms of time needed and cost to implement*

# Successes and Challenges

- Raises hundreds of thousands of dollars and engages donors across the state
- Inspires our politically appointed Board Members to fundraise
  - *Not all board members equally engaged*
- Geography doesn't matter
  - *Must not take funds away from local councils*

# Could this work for you?

- Do you have an influential advocate in the legislature?
- If not, what is needed to build that relationship with someone?
- Will this inspire your board to raise more if the legislature is watching or will they assume the legislature has it covered for them?
- Do you have the staff available to implement a successful event?
  - Work with Legislature
  - Organize Committees
  - Plan logistics for 700-person event
- Is there a less time-consuming path to funding?
- Can you answer this question: Why child abuse and neglect prevention over all other fundraising needs?

# For More Information

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# Thank You!





# Children's Trust - FRIENDS

Maximizing Funding - Fundraising

August 9, 2021



# Children's Trust – Overview & Strategies

- 1) Board & Organizational Structure
- 2) Strategies:
  - Events
  - Major Donors
  - Institutional Giving
  - Appeals
- 3) Communications & Marketing
- 4) Staffing

# Board Structure



# Events

<u>Event type</u>	<u>Purpose &amp; Outcomes</u>
<p><b>Fundraising (large)</b></p> <ul style="list-style-type: none"> <li>- Fall Gala</li> <li>- Celebrating Fatherhood (spring)</li> </ul>	<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>✓ Raise unrestricted \$\$ – sponsors &amp; donors</li> <li>✓ Showcase programs &amp; impact – wide audience</li> <li>✓ Enable donor engagement, cultivation, stewardship</li> <li>✓ Honor &amp; celebrate community leader/organization</li> </ul> <p><b>Cons</b></p> <ul style="list-style-type: none"> <li>x Time consuming</li> <li>x Resource intensive</li> <li>x Relies on board &amp; volunteers</li> </ul>
<p><b>Engagement (small)</b></p> <ul style="list-style-type: none"> <li>- Private gatherings</li> </ul>	<ul style="list-style-type: none"> <li>• Target larger/major donors</li> <li>• Develop network among local philanthropic circles</li> <li>• Access leadership/expertise/excellence of CT</li> <li>• Key donor cultivation &amp; follow-up</li> </ul>

# Major Donors

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Know your “top 50”

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Inside out, and top down

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Organize your data!

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VISION: giving opportunities & priorities

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Access, Information, Experiences

# Institutional Giving

Research Priorities

Establish Relationships

Understand Mutual  
Interests

Purpose, Timing,  
Amount

Thoughtful Stewardship

# Appeals

Secure a match or challenge

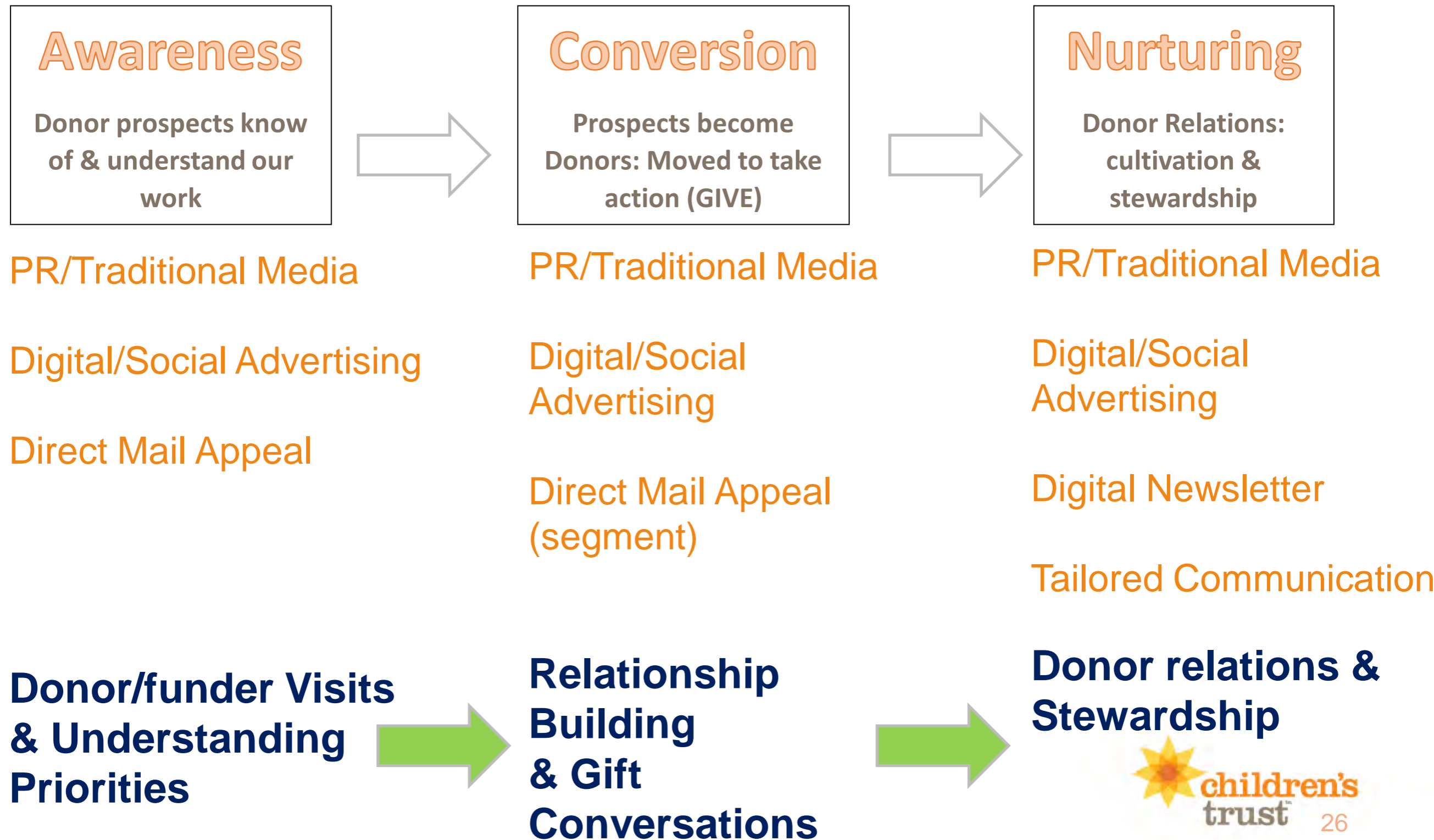
Appeal 2-3 times/yr.

Encourage key volunteer giving!

"Special" gifts & segments

Personalized acknowledgement

# Communications & Marketing



# Staffing

Executive  
Director

Director of  
Advancement

Found. & Corp.  
Relations

Development  
Associate

Development  
Operations  
Assistant

# FISHBOWL DISCUSSION





## PRESENTER CONTACT INFORMATION

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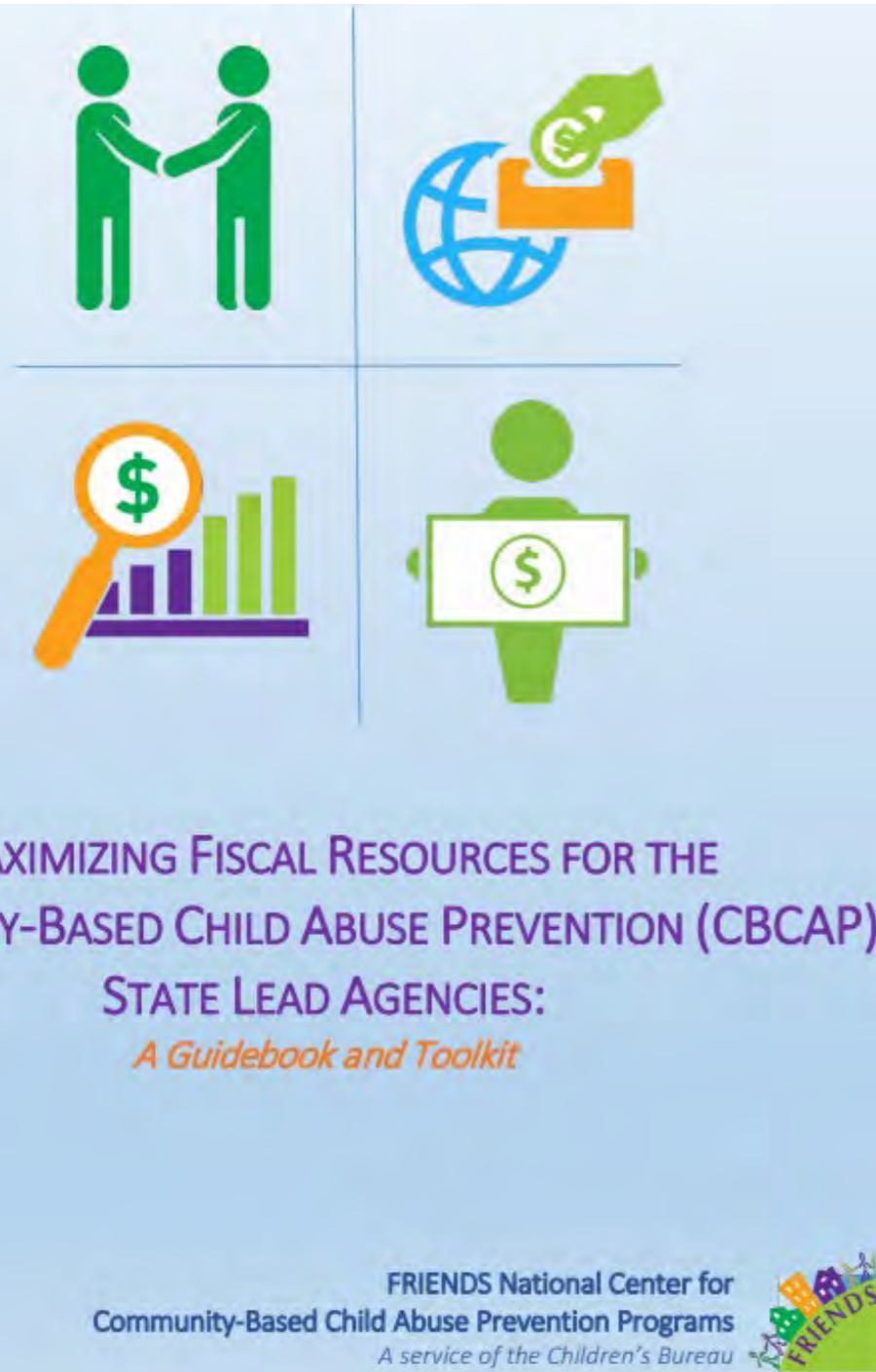
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# RESOURCES



## Maximizing Fiscal Resources



**FRIENDS Online Learning Center**  
<https://friendsnrcelearning.remote-learner.net/>

## Opportunity to Provide Feedback



**Please take a moment to fill out our short evaluation.**

**Your participation in the evaluation will help us to improve our future Discussion Series Sessions.**

**Click this link to be taken directly to the survey:**

**<https://tinyurl.com/mfrdiscussionseries>**

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**Thank you!**

