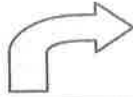




Cycle of Development: Expanding Your Connection

Naturally Inspiring and Enriching Lives through Meaningful Connections with Nature, People and Community

www.DiscoveryCenter.net • (877) 543-2085 • Contact@DiscoveryCenter.net



Inclusive Involvement

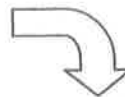
1. Train volunteer-donors to give Center tours
2. Ask donors to assist, lead or invite them to programs and events.
3. Invite donors to join Board, committees or focus groups.
4. Ask donors to write a story for newsletter on personal importance of DC.
5. Ask donors to host house parties in concert with board members, and to make intro/open doors.
6. Ask donors for feedback on planning, fundraising, and other organization-wide initiatives.

Identify Prospects

1. EAD and Staff identify potential foundation grants.
2. Seek and refer board members with fundraising experience.
3. Actively seek potential donors/volunteers.
4. Review donor lists for potential donors who have given to similar organizations.
5. Have a designated person(s) to talk to referrals.



The System: A volunteer and donor tracking database is key to providing personalized attention and to communicating respectfully.



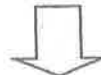
Educate and Cultivate

1. Develop the why through an "elevator speech". Train staff and board.
2. Host donor dinners and events with time dedicated to the DC story.
3. Tours—train ambassadors on "elevator speech."
4. Ask donors to talk to donors, and provide opportunities for roundtable discussions.
5. Create Q&A with common questions, and include how to learn about upcoming events, who to call to be involved.
6. Articles and photos in newsletters (e.g., bequests, memorial gifts; personal stories from participants).
7. Seek out media attention for grant receipts and DC story-telling opportunities.



Thank and Recognize

1. Board makes quarterly calls to new donors \$250+.
2. Informal thank you's (e.g., at event or program).
3. Invite and recognize sponsors, item donors and volunteers at summer recognition events.
4. Host Voyageur Dinner and Member Appreciation Night/Annual Meeting.
5. Publicize names of supporters in annual flier and otherwise as appropriate.
6. Send donors CDs, DVDs and other visual gifts thanking them.
7. Personalize gifts and notes.
8. Encourage attendees at events to patronize supporters and sponsors – and frequent their establishments yourselves.



The Ask

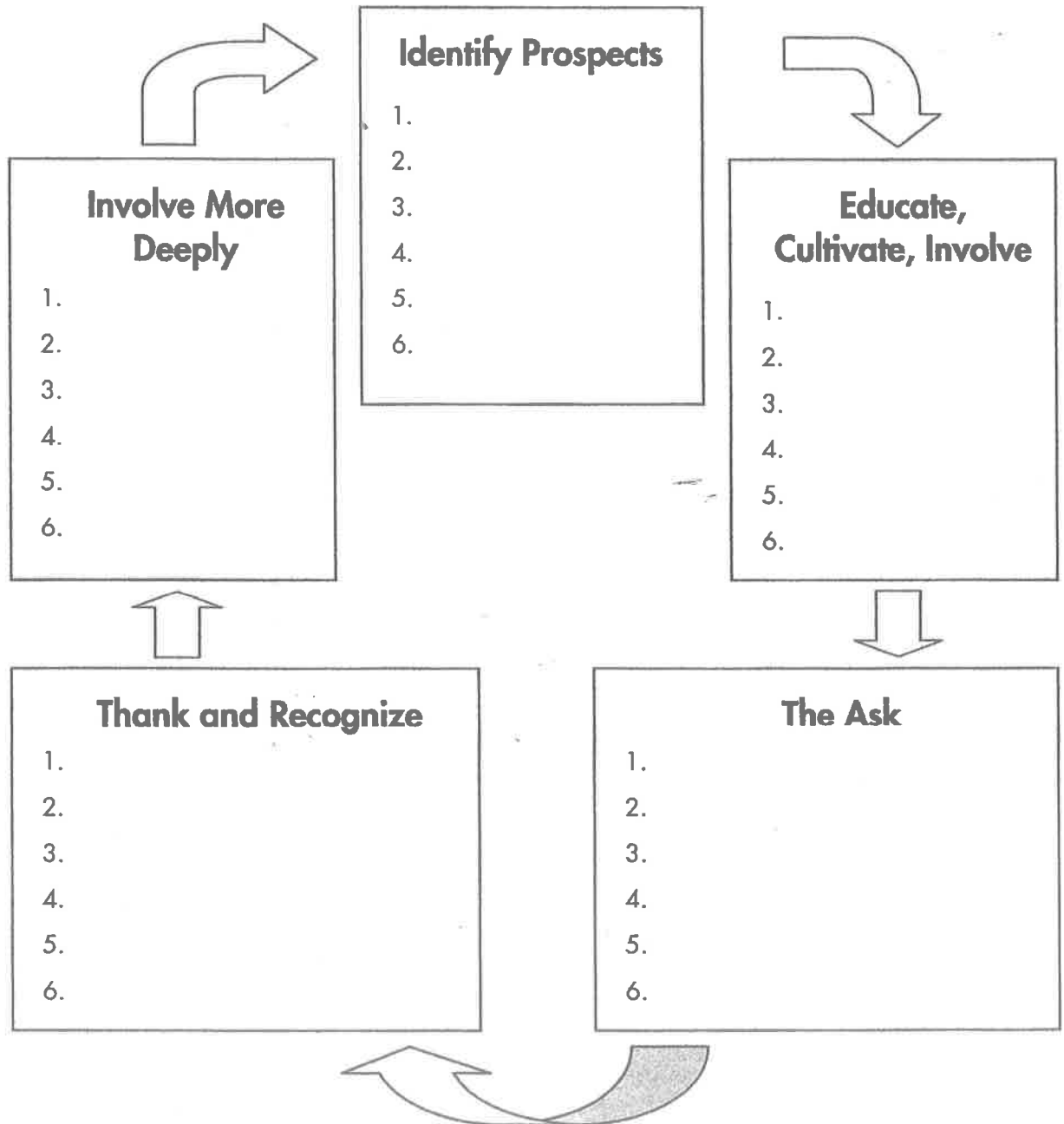
1. Face to face visits (collaborative)
2. At house parties and other events as appropriate.
3. Website, email and social media asks.
4. Letters (e.g., sponsor) and follow up calls.
5. Identify challenge or matching donor gifts.
6. Make calls supporting a special event.
7. Solicit/give items for silent or live auctions.
8. Recruit new members.



Cycle of Fundraising

BUILDING A DONOR ENGAGEMENT MENU

Create a menu of activities for each stage of the relationship:





FAITH
IN ACTION

Faith in Action of Marathon County, Inc.

Connecting people in need with people who care!

630 Adams Street, Wausau, WI 54403
(715) 848-8783 • fdirector@faithinactionmc.org
www.falthinactionmc.org

April 29, 2014

Pamela Grow
P.O. Box 274
Haverford, PA 19401

Dear Pamela,

Just a short multiple choice quiz:

- a) A Peach
- b) The Bee's Knees
- c) The Cat's Pajamas
- d) All of the above

I suppose the question to go with those choices would be a good place to start, but I'll give you the answer first: the answer is D - All of the above! Oh and the question is, What are you? All of the above! Thank you for your generosity! On behalf of the seniors you help, the staff and Board of Directors at Faith in Action of Marathon County, thank you for your generous gift of \$20.

Your donation provides support for people like Helen, a 76 year old widow. Helen needed help getting to her physical therapy appointments. She had been using a cab company but with costs of transportation at \$50 or more each week, she did not have enough money to pay for transportation and to buy her weekly groceries. She was going to cancel her therapy appointments, but her therapist referred her to Faith in Action.

Because of you we are able to help Helen and other seniors like her. Your gift allows us to continue to provide transportation for medical appointments and shopping, delivery of food, light housekeeping, friendly visiting and so much more to Helen and other seniors in need.

Please call us at 715-848-8783 if you ever have questions or comments that you would like to share. Also, watch your mailbox for our next newsletter where we will keep you up to date on all the good that your donation is doing for seniors in need. Finally, I invite you to visit our website: www.falthinactionmc.org to learn more about services, volunteering and upcoming events.

Thank you once again for giving the gift of independence to our elderly neighbors. I am so thankful for your generosity.

With heartfelt thanks,

Colleen Motley
Program Director

"I feel very safe and grateful for the help of my volunteers. I don't know what I would do without Faith in Action. They are truly a gift from God!" - Helen

This letter will serve as an official receipt for income tax purposes. Your contribution is tax deductible to the extent allowed by law. The FEIN for Faith in Action of Marathon County, Inc. is 20-3244315 should you need this for tax purposes.



Board Member: _____ Date: _____

Menu of Fundraising Opportunities

This is an "all-you-can-eat" menu!

We ask you to commit to as many items as you like—but at least one per category.

APPETIZERS

- 1 Provide names of donor prospects
- 2 Sign & personalize letters to current and prospective donors
- 3 Attend and mingle with donors at a House Party
- 4 Promote and attend the Green Gala and mingle with donors

ENTRÉES

- 5 Significantly increase your annual OEC gift
- 6 Include the OEC in your estate plan
- 7 Host a House Party
- 8 Accompany staff on donor visits
- 9 Recruit Green Gala sponsors
- 10 Recruit new board members with fundraising experience and connections
- 11 Introduce your HR department to Earth Share Ohio or Community Shares of Central Ohio
- 12 Solicit art, sponsors, or attendees for the Art & Environment Fundraiser

DESSERTS

- 13 Collect copies of other organizations' published donor lists
- 14 Make thank you calls to donors
- 15 Acquire or donate silent auction item donations for the Green Gala
- 16 Participate in a phone-a-thon to renew members
- 17 Attend the Art & Environment Fundraiser

Next Steps - Implementation

Next Week

Next Month

Next Quarter

