

MAMMOTH LAKES RECREATION
Development & Fundraising Committee
Monday, December 7, 2015 @ 4pm

Mammoth Lakes Tourism & Recreation Building
Conference Room
2520 Main Street, Mammoth Lakes, CA

Mammoth Lakes Recreation Committee Members may participate from a teleconference location if the meeting notice has been published in advance at the site of the meeting and the location that they will be calling in from as the site needs to be accessible to the public. Note: Members of the public may attend the open-session portion of the meeting from a teleconference location, and may address the Board during any one of the opportunities provided on the agenda for public comment.

NOTE: In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please call (760) 934-4932. Notification 48 hours prior to the meeting will enable MLR to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II)

NOTE: All comments will be limited by the President to a speaking time of five minutes.

ROLL CALL

Committee Members: Danna Stroud, Tom Johnson and Gary Morgan

PUBLIC COMMENT (On items not on the Agenda)

ADMINISTRATIVE ITEMS

1. Approval of the Agenda
2. Development of a Fundraising Strategy
3. Schedule next committee meeting

COMMITTEE MEMBER REPORTS

REQUEST FOR FUTURE AGENDA ITEMS

ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the Mammoth Lakes Tourism and Recreation outside showcase not less than 72 hours prior to the meeting dated this 2nd day of December, 2015.

Rich Boccia, MLR Executive Director

A **fundraising strategy** identifies the financial and other expectations of our organization and outlines the activities, time scales and resources that are needed to meet those expectations.

It is a working document that evolved as circumstances change, but typically takes a forward view of three to five years. Having a well thought out strategy will help the organization prioritize our projects and target energy and resources effectively. It will also be a useful tool for articulating the goals and activities of the organization to colleagues and other stakeholders to win their support and cooperation. The process of **developing a strategy** brings into focus the strengths, weaknesses, opportunities and threats that are relevant to our fundraising ambitions. These are the **common elements** of most strategic plans:

- **The overarching case for support**
 - The succinct statement that sets the tone for what we want to achieve – should be based on the vision and the priorities
- **What you want to achieve**
 - Why are we fundraising and detail the project and/or program with benefits and the funds it requires within a time scale
- **Resources**
 - What resources do we need to develop over time to support our fundraising – staff, budget, data, volunteers, lines of communication
- **Identification of fundraising prospects**
 - Knowing who our best prospects are is a vital element of fundraising – individuals, trusts and foundations, corporations
 - Remember the Pareto Principle – 80% of your gifts will come from 20% of your donors
- **Gift Tables**
 - Creating a gift table assists the organization on how to anticipate achieving our fundraising targets
- **Defining our methodologies**
 - Our tactical plan – trusts and foundations, corporate sponsorship and partnerships, government and lottery funding, planned giving from individuals, major gift donors, community fundraising, telephone fundraising, online fundraising and direct mail
- **SWOT analysis**
 - Highlights risks such as resource shortages and competition with identifying strengths of the organization might mitigate these risks
- **Targets**
 - Establish criteria which we can measure progress – SMART goals – specific, measurable, attainable, realistic and timed
- **Calendar of activities**
 - Create a twelve month calendar of events and activities
- **Action items**
 - Let's get going 😊

Top Ten Year-End Fundraising Strategies

1. Use a single image to tell your story
2. Frame your ask with a specific dollar goal, specific project or purpose and specific hoped for impact
3. Space out a sequence of appeals over time, and delivered thru many different channels
4. Surprise and delight to capture your donors attention
5. Use a catchy social media campaign to gain attention and funds
6. Donor-centered
7. Fire-in-the-belly messaging to create urgency
8. Reactivate lapsed donors
9. Write an appeal letter your grandmother will like
10. Personalize appeals to your top 1%

Other thoughts and ideas:

1. Writing grant proposals is an important fundraising source for most nonprofit organizations. However, it is certainly not the only way nonprofits can attempt to raise the money they need to achieve their missions. Here are six other ways our organization can generate nonprofit funding:
 - a. Events
 - i. Fundraising through events is extremely common in the nonprofit world
 - b. Earned Income
 - i. Earned income refers to fees charged for services we offer or revenue from goods we sell
 - c. Annual Appeal
 - i. The annual fund is made up of donations given without any restrictions
 - d. Membership
 - i. Create a membership program and offer different levels of organizational memberships
 - e. Planned Giving
 - i. Create a "Legacy Society" for the organization
 - f. Capital Campaigns
 - i. This refers to a campaign to generate funds for a specific initiative
2. Seven Essential Tips for an Effective Fundraising Strategy
 - a. Set your expectations
 - b. Refine your value proposition – define the impact of the donation
 - c. Understand your IRR – internal rate of return – create a long term sustainable organization
 - d. Formalize and train your team – engagers, connectors, askers and stewards
 - e. Know your audience
 - f. Manage your strategy
 - g. Get creative – matching gifts