



**MICRO-SUSTAINABILITY**  
\$ = \$  
Strategies for Finding and Building Local Support for Your Program

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**Agenda**

- Seven Key Elements of Sustainability
- Mindset for generating local support
- Steps in organizing successful events
- Finding sponsorships, building relationships, presenting opportunities

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**SEVEN KEY ELEMENTS**  
*of Sustainability*

1. **VISION**  
Have a clear picture of what you want to sustain...
2. **RESULTS ORIENTATION**  
What tools define "success" for your organization
3. **STRATEGIC FINANCING**  
Projecting the resources you need
4. **BROAD BASED COMMUNITY SUPPORT**  
Building the community vehicle
5. **DEVELOP KEY CHAMPIONS**
6. **BE PROACTIVE IN YOUR COMMUNITY**
7. **CREATE WRITTEN PLAN** that can be used to manage and market your work

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## Changing Your Mindset

- Your landscape is not a desperate one...
- Using disadvantages as opportunities... *your community health assessments*
- Telling your “cost effective” story – why it works... and why it’s necessary.
- Expose your organization as a “business equal”

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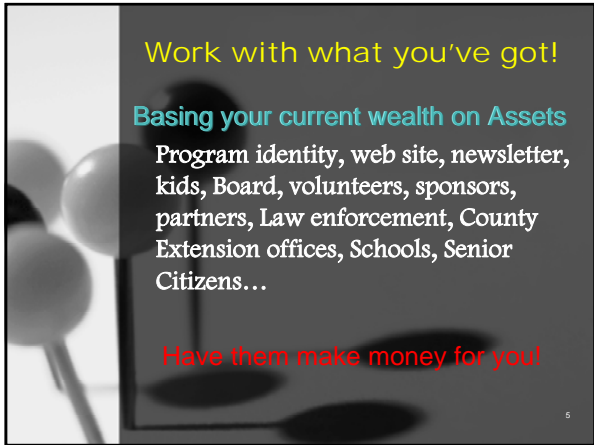
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## Work with what you've got!

### Basing your current wealth on Assets

Program identity, web site, newsletter, kids, Board, volunteers, sponsors, partners, Law enforcement, County Extension offices, Schools, Senior Citizens...

*Have them make money for you!*

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## WHO TO APPROACH?

- Corporations
- Leading employer groups
- Banks
- Insurance Offices
- Real Estate Offices
- Law Offices
- Construction Businesses
- Local Organizations (Kiwanis)
- Mental Health Providers
- Automobile Sales

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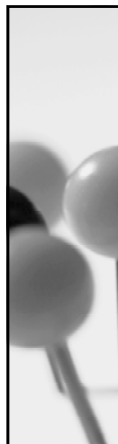
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**Conduct a S.W.O.T. Analysis**

What are your organizations....

- S**trengths?
- W**eaknesses?
- O**pportunities?
- T**hreats?

- *Build on your strengths*
- *Improve on your weaknesses...*
- *Capitalize on your opportunities...*
- *Mitigate your threats...*

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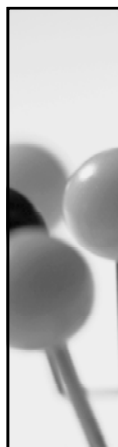
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**Blending Dollars with Mission**

- Creating bridges that are mutually beneficial- *shared staff*
- Always create MOU  
*Memorandums Of Understanding*
- Shared evaluation related to progress- *grades, attendance, delinquency, community service*

Sample:  
[http://www.edmentoring.org/forms/memorandum\\_of\\_understanding.pdf](http://www.edmentoring.org/forms/memorandum_of_understanding.pdf)

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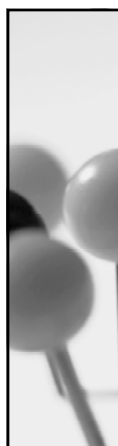
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**Events**

*The Big Question??*

*How can your event drive traffic to potential sponsors businesses?*



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## Events That Work

**Raised over \$40,000**

- Soup for the Soul, Holiday Microphone Marathon, Taste of the Summit, Black Tie Gala, Bluegrass Festival, Card Board Derby...

**Raised \$5,000 to \$15,000**

- Jail-a-thon, Bid on a Bachelor/Bachelorette, The Dating Game, Golf for Kids Tournament, Dine Out for Youth Night, Tomato Wars, Celebrity Dodge Ball!

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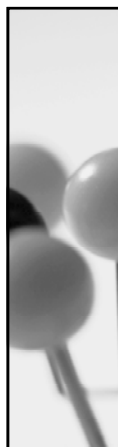
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## Steps in Organizing Successful Events

**Define purpose of the event / Clear Goals**

- To raise \$15,000 to support mentor/mentee relationships in activities, trainings and transportation...
- To expose the community to the importance of your program and mission...

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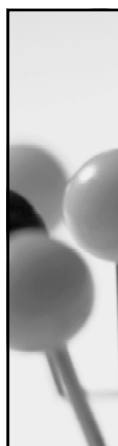
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## Steps in Organizing Successful Events

**WHAT: Choose the right event**  
*Do you have enough time?*

**WHO: Who is your customer?**  
*Age, interests, schedules?*

- What has been done in the past?
- Projected costs?
- What are your resources, assets?

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## Steps in Organizing Successful Events

**WHEN: Date & Location...Location**

- Check last three years of calendar of events
- Choose location

*Deposits, insurance, clean up, electricity, floor plan, lighting, restrooms, garbage, vendors licenses, additionally insured options...*

- Terms of Agreement Contract....

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## Sponsorships

*See your organization through their eyes*



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## Sponsors



- Finding sponsors is about building relationships and presenting opportunities
- Ask all volunteers, Board members, etc. what business contacts they have...
- Pitch your event as a great opportunity for marketing and making a difference, not as a "please we need money for the kids"
- Have event materials ready with sponsorship levels defined...but first get your media support

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## Media Support

**Your first stop should be the MEDIA**

- Newspapers, Radio Ads & PSA's
- Poster Design & Printing
- Event Program & Printing
- Talk Show Opportunities
- Newspapers (press releases, calendar of events, donation of ads)
- Websites/ special event sections
- Cable Television/ Public Channels

*Leverage In-Kind -vs- Cash*

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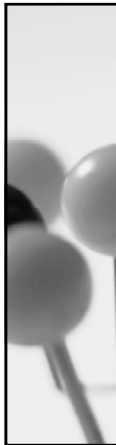
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## Set Sponsorship Levels

- *Sponsor banner displayed at event*
- *Sponsor name announced at event*
- *Sponsor name or logo on all printed materials*
- *Sponsor name mentioned on radio*
- *Sponsor will receive free beverages in VIP Lounge for # of staff...*
- *Sponsor will receive name or logo on newsletter and website (include hot link)*
- *Sponsor can operate promotional table*

**ALL HAVE \$ VALUES. LIST THEM**

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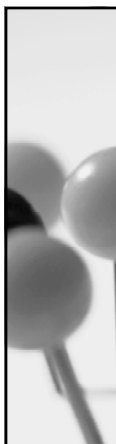
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## To Conclude...

- Cultivate relationships with sponsors & non-sponsors
- Sponsors do not have to be event oriented
- Follow Up and Thank You's
- Appreciation Certificates provide additional marketing for your program

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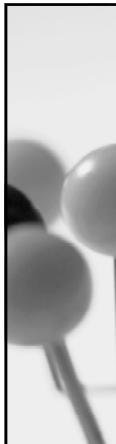
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### Good Rules to Remember

- Fundraising is a conversation between funded and funder
- Effective fundraising is a result of telling your story well
  - Someone must ask for money
- Donors are developed not born
- Fundraising out of desperation in most cases is futile

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*Thank you!*

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