**SC Association of Nonprofit Organizations (SCANPO) Presentation**

SC First Steps Partnership Directors Meeting, 9/10/2015

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*Notes compiled by Betty Gardiner, edited by SCANPO staff*

**About SCANPO**

Benefits of being a nonprofit member of SCANPO:

* Monday E-blasts (Nonprofit News) including notices of grant opportunities
* Weekly training webinars, Wednesdays 3pm
* Member rate to annual Nonprofit Summit
* Regional events
* Free one hour consultation with director and board chair
* Quarterly conference calls for new nonprofit directors
* Free advertising of job opportunities

SCANPO web site includes resource pdf on all applicable laws governing nonprofits

***Guiding Principles and Best Practices, 3rd Edition (2012)***

Developed by SCANPO for members as a resource guide for effective management and governance of nonprofit organizations. Each First Steps partnership received a copy of the *Guiding Principles*, which provides a framework for nonprofits to self-assess and develop a plan for moving toward best practices across nine areas:

1. Mission and Strategic Direction
2. Governance
3. Legal and Ethical Accountability
4. Financial Management and Stewardship
5. Operations and Evaluation
6. Human Resources
7. Fundraising
8. Marketing and Communications
9. Information Management

**Fundraising Basics**

1. **Take advantage of online giving opportunities.**

“Giving Days” are annual online/social media campaigns happening in various areas of the state, mainly through community foundations. Local nonprofits sign up to participate, and on the day of giving donors choose which organizations they want to receive their donation.

Midlands Gives: sponsored by Central Carolina Community Foundation for its 11-county service area and supported by SCANPO. Nonprofits who sign up for Midlands Gives get FREE fundraising training webinars through SCANPO. [www.midlandsgives.org](http://www.midlandsgives.org). Early registration closes November 30. Counties: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda and Sumter.

Lowcountry Giving Day: <https://lowcountrygivingday.org/> sponsored by the Coastal Community Foundation for its 9-county service area: Charleston, Beaufort, Berkeley, Colleton, Dorchester, Georgetown, Hampton, Horry and Jasper.

Big Give Pee Dee: <https://biggivepeedee.org/> sponsored by the Eastern Carolina Community Foundation http://www.easterncarolinacf.org. Counties: Chesterfield, Darlington, Dillon, Florence, Marion, Marlboro, Williamsburg.

There are also national online giving campaigns, like Giving Tuesday: http://www.givingtuesday.org/ (December 1, 2015)

1. **Collaborate with other organizations to raise money with you, and for you.**

First Steps’ mission to help children get ready for school has universal appeal, because the future of the community depends on whether today’s children succeed. Find another organization within your community that you can partner with, such as a service organization like Lions Club, Kiwanis, etc. There are many nonprofits within communities trying to raise money from the same people; consider partnering with one or more other nonprofits in a joint fundraising/friend-raising campaign.

When participating in fundraisers, try to put your own spin on the event so your organization stands out. Many groups have “nights” at various fast-food restaurants, for example. Make your “night” special by giving out books, or use a similar hook that represents what your organization is about.

Friend-raising is important. Use every opportunity to collect people’s contact information for your “friends” list. Keep friends engaged through regular communication about what your organization is doing and opportunities for them to get involved.

1. **Use your stories.**Success stories are critical to friend-raising and fundraising. Storytelling provides “mission moments” to communicate the “why” – why your organization exists. Write down the good story when it happens and keep a file of your stories. Use them for “storytelling” at opportune times during the year (holidays, back-to-school, national literacy days, Week of the Young Child, etc.) through newsletters, web site/social media, local newspaper, etc.

Use stories to enable your board and volunteers to be ambassadors for your organization. Share stories at board meetings and challenge your board members to tell the story to at least one other person by the next meeting, and share how it went. This gets your board members more comfortable with talking about the organization and eventually asking for donations on your behalf, as well as encourage their own giving.
2. **Cultivate relationships with your current donors.**
It is much easier to keep current donors than cultivate new ones. The typical pattern is if donors give to your organization 3 years in a row, you have them for life. Recommended book: *Retention Fundraising* by Roger Craver.

First, thank donors right away and use other means than the typical thank you letter. If a donor receives a thank-you phone call from one of your board members within a few days of their donation, it increases the likelihood of a repeat gift by 37%. At board meetings, provide thank-you cards for board members to write handwritten notes to donors.

Second, communicate with donors and involve them in your work, without asking them for money. Call them just to talk, or invite them to participate in meetings/focus groups. Use regular newsletters, e-blasts, etc. to keep donors and “friends” informed about what you are doing. Communicate with current donors at least 3 times, before asking them for money again.

1. **Get your board engaged in friend-raising and fundraising.**
All board members should be involved in fundraising for your organization. Start with baby steps – use the storytelling activity (item 3.) to get them accustomed to talking about your organization within the larger community. Your board members need to be ambassadors for your organization. Consider a “speakers bureau” initiative with your board.

Board members should be involved in donor stewardship (retaining and cultivating larger gifts from current donors). Have a training for your board on stewardship, and include stewardship as an agenda item at board meetings. Engage them in thanking donors (see item 4.).

Recognize board members for their fundraising and friend-raising. If board members aren’t comfortable asking people for money, ask them to introduce you. If a gift results from that introduction, recognize the board member. Consider token gifts to board members who bring $ into the organization.

Create a Board Responsibilities document listing all types of ways board members can help support your organization, and have each board member commitment to 2-3 things on the list.

Board members are going to be more inclined to work on behalf of your organization if they feel they are part of a team and have positive relationships with their fellow board members. Create social/play events for your board members to learn more about one another.

1. **Consider an annual year-end appeal.**

All First Steps directors should have received notice of an **upcoming webinar with SCANPO, November 10 at 3:30pm, to provide advice and feedback on year-end appeal ideas** from local partnerships. This is a great, FREE professional development opportunity so please plan to participate!

1. **Make fundraising/friend-raising a priority.**

In small organizations this is a huge challenge, but it doesn’t have to be overwhelming. Commit to these three things once per week (or every two weeks, month, etc. whatever you can do):

1. Make one call to a potential community partner
2. Make one call to thank a current donor or partner
3. Make one call to set up a meeting with a member of your board
4. **Learn from each other and from SCANPO.**
Share your fundraising ideas with other First Steps partnerships. Join the First Steps/SCANPO Facebook page to post your thoughts and ideas, and receive information and tips from SCANPO staff.

Consider becoming a member of SCANPO and taking advantage of SCANPO’s weekly webinars and other member benefits.

First Steps and SCANPO are working together on networking opportunities for EDs during the upcoming 2016 Nonprofit Summit, March 9-11 in Spartanburg. Stay tuned!

**CALLS TO ACTION/TO DO:**

**It was recommended that all County Partnerships commit to the following as a result of today’s training:**

1. One Call Per Week to a Potential Partner (30 minutes)
2. One Call Per Week to a Current Donor/Supporter to Say Thank You (30 minutes)
3. One Call/Meeting Per Week with a Board Member (30 minutes)

**Register for Ready.Set. Fundraise. Webinar Series in January and February 2016:**

<http://www.scanpo.org/ready-get-set-fundraise-2016-giving-day-online-training-series/>