

FISH HABITAT EXCELLENCE PROJECT WORKSHOP
PORTLAND, OREGON
January 29-31, 2013

COLLABORATIVE FUNDRAISING

There is a finite pool of resources for each organization. And yes, this is true, to an extent. There is only so much funding available from individual donors in a given region. What if organizations could work together to increase the **number** of donors in their region and the **amount** of each donation? This would increase the overall availability of resources to all nonprofits, thereby increasing the funding available for their specific agencies!

For the purposes of this workshop, we're going to define collaborative fundraising as a joint effort of two or more groups to raise more money than either group could alone. Community foundations, Fish Habitat Partnerships, federated fundraising programs such as the Black United Fund, Community Shares, and the United Way are examples of collaborative fundraising. Large annual events such as the Gilroy Garlic Festival are also examples of collaborative fundraising efforts that have become institutions. Keep in mind, however, that these large scale programs all started off very small.

Even though collaborative fundraising efforts can be very different, certain elements are the same and must be in place for any joint fundraising effort to work.

- The groups have **similar values** and they **trust each other**.
- Ideally, groups will have **even worked together on other efforts**.
- The **division of money and labor is decided beforehand**.
- The **reward must be greater than if each group had attempted the strategy on its own**.

THREE COLLABORATIVE FUNDRAISING STRATEGIES

1. Enlarge membership of the current partnership
2. Engage current partnership in collaborative fundraising efforts
3. Diversify FHP funding strategy

1. ENLARGE MEMBERSHIP OF THE CURRENT PARTNERSHIP

- **Veterans-Youth Conservation Partnership to Restore Colorado's public land**

(www.corpsnetwork.org)

A new public-private collaboration that unites a federal land management agency, conservation corps, private industry and veterans groups to provide Colorado veterans and youth with employment and job training opportunities working to restore and maintain Colorado's public lands

- **Corporate Wetlands Restoration Partnership**
(www.cwrp.org/massachusetts)

Partners: Procter & Gamble/Gillette; Goulston & Storrs (a law firm); New England Development (real estate developer and management company); Dominion (energy); ENSR International worldwide provider of comprehensive environmental health and safety management services; Environmental Business Council of New England; Foley Hoag LLC (business law firm); General Electric Company, Horsley Witten Group (environmental science and engineering firm) : National Grid (international electricity and natural gas transmission company); and Vanasse Hangen Brustlin (civil engineering firm).

Besides donations of time and money, the companies donate technical and legal expertise, project services, and equipment to the variety of tasks required in restoration work, such as field surveys, hydrologic modeling, engineering and construction activities (excavation and culvert work, design of fish passages. CWRP participants directly assist local project sponsors.

- **Environmental Funders Network**
(www.environmentalfundersnetwork.org)

A statewide network of funders to help sustain Maine's natural environmental challenges by:

1. identifying opportunities for individuals or jointing funding of initiatives
2. providing opportunity for education and sharing of information to gain a deeper understanding of trends, challenges, and solutions
3. encouraging networking among donors, funders, nonprofits, and others interested in protecting Maine's natural environment

- **Keystone Regional Conservation Trust's Legacy Property Fund**
(www.keystoneconsevation.org)

An innovative, no-cost, tax free way to create generous gifts to charitable organizations through real estate sales transactions. Using the Legacy Property Fund, ordinary sellers are able to donate gifts of 3-5% of the sales price, amounts made available by the tax benefits.

2. **ENGAGE CURRENT PARTNERSHIP IN COLLABORATIVE FUNDRAISING EFFORTS**

- **SPECIAL EVENTS**

Gilroy Garlic Festival
(www.gilroygarlicfestival.com)

The Gilroy Garlic Festival is a nonprofit organization intended to support nonprofits in Gilroy, CA. The festival, one of the largest food festivals in the US, is held annually the last weekend in July. Festival was founded in 1979 and has been a fundraiser for local charities, raising a total of about seven and a half million dollars for assorted causes. Individual groups and nonprofits run booths at the festival, raising additional funds for their causes. In 2009, 108,500 attendees sampled such diverse creations as garlic flavored ice cream and garlic french-fries.

MG Walk (Myasthenia Gravis) Walk

(www.mgwalk.org)

This walk, started in 2010, has grown to 21 locations across the US from New York to San Francisco and between. In early 2013, they will exceed \$1,000,000 in gross revenue for their organization. The MG Walk also has a “virtual” location for people to registers as walkers and fundraise with attending an actual event. The individual walkers fundraiser, either individually or form teams to walk together and fundraise together. In 2012, MG Walk had 3000 walkers or roughly 150 walkers per location. Walkers amassed 3-5 donations on average for a total of 10,000 donations to date. (An event planner was hired to conduct this fundraiser.)

- **PARTNERSHIP COUNCILS**

(Let’s Have Lunch Together: How to Reach Out and Build More Powerful Relationships, Kings Road Press, 2005)

Partnership Councils are groups of approximately twenty influential business and community leaders interested in the nonprofit’s mission, the type of powerful leaders who join groups with their peers. These leaders want to link with people like themselves who have the potential to make big things happen. They don’t want to take their time and talents to serve on a board or simply join a committee to help organize another fundraising event.

Each member chooses to work on certain campaigns or events. They utilize their professional and personal networks to build strong fundraising committees with their friends and colleagues outside the Council.

- **GIVING CIRCLES**

Giving Circles

(en.wikipedia.org/wiki/Giving_Circles)

are a form of philanthropy where groups of individuals donate their own money or time to a pooled fund, decide together where to give these away to charity or community projects and, in doing so, seek to increase their awareness of and engagement in the issues covered by the charity or community project.^[1] Many circles, in addition to donating their money, also contribute their time and skills to supporting local causes.

One Percent Foundation

(onepercentfoundation.org)

The One Percent Foundation (OPF) is a non-profit organization dedicated to addressing persistent global challenges by building a broad-based movement for next generation philanthropy.

“We educate, organize and mobilize our peers – young adults in their 20s and 30s – to become generous, committed, and strategic philanthropists. We recognize that many young people are not in the habit of giving since it can be a burden to know where or how much to give. Student loans and entry level salaries can leave young people feeling like they don't have much to give,

but by pooling member's donations OPF can overcome these barriers to giving. Our goal is to empower every young adult to give away at least one percent of his or her income to philanthropy each year – meeting that goal would mean raising an additional \$16 billion for non-profits every year.

By making donating money easy and exciting, engaging in the grant making process, and amplifying our impact through collective giving, we are creating a new generation of philanthropists who will help address critical needs in our communities and the world, and who will only grow more generous and engaged throughout our lives.”

3. DIVERSIFY FHP FUNDING STRATEGY

- **Combined Federal Campaign**
(www.opm.gov/cfc)

CFC is the world’s largest and most successful workplace charity campaign, with almost 200 CFC campaigns throughout the country. Pledges made by federal civilian, postal and military donors during the campaign season support eligible nonprofit organizations throughout the world. The CFC is the only means authorized for nonprofit organizations to solicit and collect contributions from federal employees in their workplace. There are over 70,000 employees in the Department of Interior.

Nonprofits which are designated as a tax-exempt organization under section 501(c)(3) may apply to participate in the CFC individually (as an “independent organization”) or they may be represented by a “federation.” A federation is a coalition of individual nonprofits with similar missions that align to minimize administrative costs and coordinate activities.

Website Enhancement

(www.npengage.com/social-media/9-social-med-for-social-good-sites-you-should-know-about/)
(www.thenatureconservancy.org)(www.socialbrite.org)

Think about it for a second. 10 years ago there was no Facebook, Twitter or YouTube. But now over 30,000,000 million people log-in to Facebook daily. Twitter supports over 50 million tweets per day, and 2 billion videos are watched everyday on YouTube . (www.npengage.com/social-media/9-social-med-for-social-good-sites-you-should-know-about/)

Here are some facts:

- Online giving is one of the fastest growing trends in the world of philanthropy.
- On-line giving was up 19% in 2011.
- On-line donors continue to give in more significant amounts.
- Online gifts comprise up to more than 20% of all donations.
- 85% of American adults use the Internet.
- 99% of text messages are read and 91% of the US population over 13 uses a mobile
- 73% of people between 18-49 in the US text and 25% of US households are mobile only
- People are 5 times more likely to respond via mobile

- **Social Events** (see #2 above)
- **Volunteers Independent Fundraising Events (IFEs)**

This year, one of the strongest fundraising trends is for nonprofits to **cultivate “third party” or independent fundraising events (IFEs)**, activities designed and run by volunteers to raise money on behalf of a specific nonprofit organization. Represent growing revenue source, especially online, and can raise more money at lower cost than many traditional fundraising events. Average independent fundraiser raised more than \$3,200 compared to average \$500 raised by participants in the organization’s fundraiser.

Independent fundraising is nothing new. They are called independent or third party events because the cause may be the reason for the event; the nonprofit does not manage it.

They are conducted locally by individuals with minimal support from the beneficiary organization. The types of activities that these local supporters conduct are quite literally endless, but some of the more commonly held events are auctions, barbeques, and dinner parties.

EXAMPLE: Mary Anne O. of Illinois was first diagnosed in 2001 with early onset of Parkinson’s, she heard Michael J. Fox speak at a conference in 2006. His *speech* energized her to become a supporter for the cause. She combined her passion of gardening with an idea for a Garden Walk. Her success has grown from raising \$25,000 in 2007 to over \$52,000 in 2009 with help from a team of 25 volunteers. The event incorporates a 30-minute educational program led by two expert neurologists. Mary Anne is not only a major supporter of the program – she volunteers to help other independent fundraisers be successful for their cause. Blackbaud.com/...Fundraising Well_2010)

- **Creating a for-profit arm of the NGO to conduct a revenue-generating business**
Augusta Canal National Heritage Area
<https://sites.google.com/site/nhatrainings/home/entrepreneurial-funding-strategies>

Built in 1845 as a source of power, water and transportation, the Augusta Canal was one of the few successful industrial canals in the American South. The Augusta Canal National Heritage Area/Historic Augusta Canal and Industrial District includes a three-level canal constructed in 1845-46 and enlarged in 1874-77.

The Augusta Canal NHA owns and operates facilities and attractions such as gift shops, boats for interpretive tours, building, and an interpretive center. They purchased vacant textile mills and property containing approximately 75 acres (750,000 square feet of buildings with hydroelectric generating stations) through bank financing, revenue bonds, and other sources of external funding. No federal funds were involved.

The Augusta Canal NHA adopted a business model attitude/philosophy in terms of generating earned income. The average per year for non-federal funding sources for 1998-2010 came from the following revenue streams:

- Gift Shop: \$40,000/year
- Interpretive Center and Boat Tours: \$185,000/year
- Hydroelectric Power Sales: \$450,000/year; starting in 2011, this increased to \$950,000/year with the addition of two more stations
- Sales Tax: \$340,000/year; increased to \$1,075,000/year in 2012
- Miscellaneous: \$50,000/year

Increase the fundraising capacity of the local partners/organizations in your network

Conservation work in a large landscape partnership is most often done at the scale at which people, live, work, and understand their landscape. Local people are moved to act by the power of their own place and in their own way. The regional Fish Habitat Partnerships are the work units of the NFHAP and influence and develop policy and access resources. In much the same way, the local partners serve as the work units of the individual Fish Habitat Partnerships.

One of the responsibilities of the FHP is to “utilize all assets of their partners to ensure success.” This includes the assets of the local partners. Kim Kleins guidebook on rural fundraising states that “even without much help being available, rural communities are engaged in a great deal of fundraising. From small efforts to buy a few books for a library to funding multi-million-dollar hospitals—and from one-time-only preservation efforts to ongoing community needs—tremendous creativity is going into the design of fundraising programs and strategies. There are many examples of successful rural fundraising efforts from direct mail to events to capital campaigns to earned income and more. A cross-section of fundraising examples from all over the country includes everything from the funky to the ultra-sophisticated—and from raising small amounts of money using all volunteers to strategies requiring more knowledge and the help of staff or consultants. “

ADDITIONAL RESOURCES

The Lincoln Institute of Land Policy. The Lincoln Institute of Land Policy is a leading resource for key issues concerning the use, regulation, and taxation of land. Providing high-quality education and research, the Institute strives to improve public dialogue and decisions about land policy. As a private operating foundation whose origins date to 1946, the Institute seeks to inform decision making through education, research, policy evaluation, demonstration projects, and dissemination of information, policy analysis, and data through their publications, Web site, and other media. By bringing together scholars, practitioners, public officials, policy makers, journalists, and involved citizens, the Lincoln Institute integrates theory and practice and provides a nonpartisan forum for multidisciplinary perspectives on public policy concerning land, both in the U.S. and internationally. <http://www.lincolnst.edu/>

Practitioner's Network for Large Landscape Conservation. The Practitioners' Network for Large Landscape Conservation is an alliance of professionals and citizens engaged in leading, managing, researching, advocating, funding, educating or setting policy to advance large landscape conservation initiatives. www.largelandscapenetwork.org/

Working Across Boundaries: People, Nature, and Regions by Matthew J. McKinney and Shawn Johnson, Lincoln Institute of Land Policy, Cambridge, Massachusetts, 2009

Working Across Boundaries: Making Collaboration Work in Government and Nonprofit Organizations by Russell M. Linden, Jossey-Bass, A Wiley Imprint, 2002

Toward a National Framework for Landscape Conservation: A Concept Paper based on the National Policy Dialogue on Landscape Conservation, Lincoln Institute of Land Policy, Cambridge, MA, and the University of Montana's Center for Natural Resources and Environmental Policy, 2009

Large Landscape Conservation: A Strategic Framework for Policy and Action by Matthew McKinney, Lynn Scarlett and Daniel Kemmis, Lincoln Institute of Land Policy, Cambridge, Massachusetts, 2010

Effective Practices in Funding Land Conservation for Impact, Lincoln Institute of Land Policy Working Paper, Gina Schrader and Jay Espy, 2011

Fundraising for Collaborative Projects, www.mosaica.org

Let's Have Lunch Together: How to Reach Out and Build More Powerful Relationships by Marshall Howard, Kings Road Press, 2005

Beyond the Hundredth Meeting: A Field Guide to Collaborative Conservation on the West's Public Lands by Barb Cestero, Sonoran Institute, 1999

Report on the 2011 Lincoln Institute of Land Policy Conservation Leadership Dialogue on the Future of Large Landscape Conservation in America by James N. Levitt and Charles C. Chester, Lincoln Institute of Land Policy, May 2011
<http://www.conservationinnovation.org/sites/poci.dl-dev.com/files/2011-CLD-Report-May-2011.pdf>

Rural Fundraising: Success Stories for CASA/GAL Programs by Kim Klein, Publisher, Grassroots Fundraising Journal, 2006 Edition
http://www.rivernetwork.org/sites/default/files/Klein_RuralFundraising.pdf