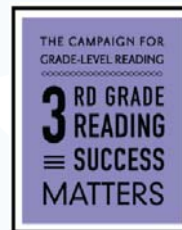


# The Campaign for Grade Level Reading

## Financial Sustainability: *Funder Stakeholder Engagement*

October 10, 2012



## Opening Remarks

# The Campaign for Grade-Level Reading

3<sup>RD</sup> GRADE READING SUCCESS MATTERS



## Today's Agenda

What	Who	When
Opening Remarks	The Campaign for Grade Level Reading	1:00 – 1:10
Financial Sustainability: Funder Stakeholder Engagement	Community Wealth Ventures	1:10 – 1:35
Peer Learning: Local Site Perspective	Lynn Howard Louisville Metro Government Mayor's Office, Division of Policy and Special Projects	1:35-1:45
Discussion	All participants (lead by Community Wealth Ventures)	1:45 – 1:55
Tools for Action / Next Steps	Community Wealth Ventures	1:55 – 2:00

## Who Is Community Wealth Ventures?

**Community Wealth Ventures (CWV)** is a management consulting firm...

that **emboldens and equips** leaderships teams...

to **innovate, grow and sustain** impact.



## Objectives

### ■ Objective of First Three Webinars:

- Network members will gain:
  - Knowledge on how to approach the sustainability of a campaign
  - Steps to begin creating a financial sustainability plan

### ■ Today's Objectives:

- Discuss funder stakeholder engagement
- Discuss a peer site experience: Louisville Metro Government Mayor's Office
- Share tools for action



## Quick Poll: Who is on the line?

### ■ Which region are you calling in from?

- Northeast
- Midwest
- West
- South

### ■ Which best describes you?

- Nonprofit organization
- School/school district
- Government agency/Mayor's office
- Funder
- Other

## Financial Sustainability Webinar Schedule

### Session #1

- Drivers of sustainability
- Components of a sustainability plan

August 8

### Session #2

- Model for economic viability: resources, operating costs, revenue streams

September 12

### Session #3

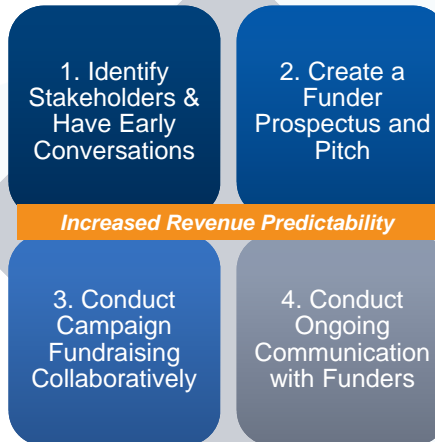
- Funder stakeholder engagement

Today

## Quick Poll: Do you have a plan for securing 3-5 year funding?

- Yes, we have already secured 3-5 year funding
- Yes, we are in the process of securing 3-5 year funding
- No, we are just beginning to plan for 3-5 year funding
- No, we have not yet started planning for 3-5 year funding

## Funder stakeholder engagement supports revenue predictability



## Funder stakeholder engagement starts with identification and early analysis of funders



## Before you sit down with funders, identify who will represent the campaign

- **Bring the right people from the campaign together**
  - Who are the collective campaign representatives that should be involved in preparing to approach funders in early conversation?
  - Should there be a central "resource development" lead that represents the interests of the campaign as a whole?
  
- **Present a unified front**
  - Funders invest in teams as much as they invest in issues: *"I'd rather have an A team with a B idea than a B team with an A idea"*
  - Be aligned around your bold and believable vision and how you will collectively achieve it
  - Have a preliminary pitch outlined that is agreed upon across campaign partners

## Quick Poll: Is there a lead person(s) to represent the campaign to funders?

- Yes, we have identified a lead person(s) to represent the funding interests of the campaign as a whole
  
- We are in the process of identifying who this person(s) should be
  
- No, we have not yet identified a person(s) to represent the funding interests of the campaign as a whole



## There are a few strategies for conducting these early conversations



1:1 Meeting



Group  
Luncheon



Group Working  
Session



Funder Panel

### Goals:

- Explore the funder's priorities and interests
- Ask about their openness to funding a campaign
- Be prepared to make an initial funding pitch
- Understand the process for making an official "ask"

## The goal in engaging funders in early conversations is to listen.

- There is more to communicating with funders than simply giving information. Effective communication is 1/3 talking and 2/3 *listening*.

*"The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through."*

*- Sydney J. Harris*



## Before making an “ask”, get organized by creating a funder prospectus

*A prospectus is a short (3-5 page) document that makes a compelling case for funding*

### ■ What are the components?

1. Social issue the campaign is focused on impacting
2. Campaign’s approach to change
3. Campaign’s plan for measuring success and track record of success
4. Description of the funding ask being made by the campaign
5. Summary of financial projections

## Leverage the funder prospectus to create a short, targeted funding pitch

### ■ Your 2-4 minute pitch should answer these questions:

- What is the bold & believable vision for what success looks like?
- What is the social issue you are collectively addressing?
- Across partners, how are you addressing it?
- What short-term wins have you had?

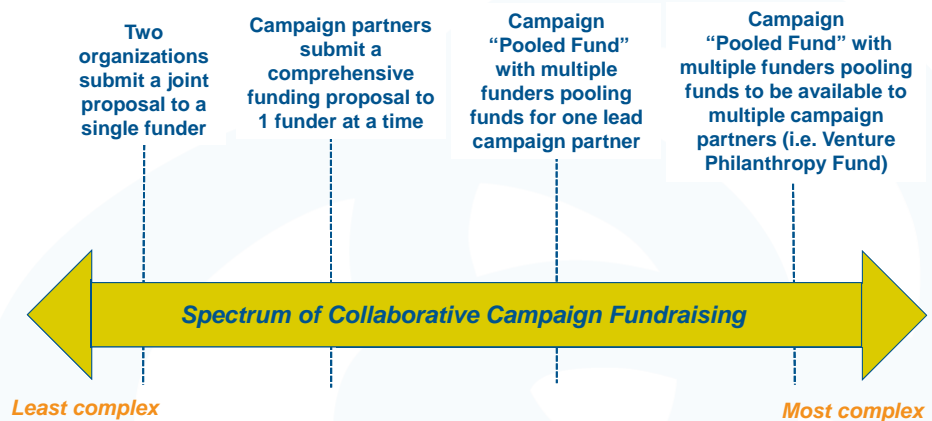




## Be prepared to tell the high-level story of your collective work with the campaign

	NOW	NEXT	WOW!
<b>Overview</b>	What is the situation like now with the social issue?	What are the campaign's priorities for the next 3-5 years?	What is the shared bold, yet believable vision for how the community will look when this social problem is overcome?
<b>Outcomes</b>	What outcomes has the campaign collectively had to show the need is being met?	What are the agreed upon outcomes partners are driving toward?	What outcomes have been achieved by all partners?
<b>Key Strategies</b>	How does the campaign address the big picture?	What are the top strategies campaign partners will focus on moving forward?	What is happening in the community now with the campaign's interventions?

## Making the “Ask”: Collaborative Campaign Fundraising Strategies



*Regardless of the strategy, multi-year funding should be sought*

## Why might a collaborative funding approach make sense?

Funder Perspective	Campaign Perspective
<ul style="list-style-type: none"> <li>• Opportunity to “pool” resources together with other funders to have a greater impact on the social issue than would be possible alone (“bigger bang for the buck”)</li> <li>• May reduce duplication in efforts that can occur by supporting organizations in a “one-off” way</li> <li>• Opportunity to engage in a “large-scale” effort</li> <li>• Funders generally prefer to fund with others rather than funding alone</li> </ul>	<ul style="list-style-type: none"> <li>• Approaching the funding community as a cohesive group may open up access to higher amounts of funding</li> <li>• Reduces competition for funding among partners</li> <li>• Increases opportunity for making larger-scale impact sooner</li> </ul>

## Ongoing Funder Stakeholder Communication

- **Objectives of ongoing communication:**
  - To maintain a high level of confidence in the campaign
  - To continue to inform funders of the work of the campaign
  - To share early “wins” and update the funder on campaign outcomes
  - To uncover ways to build learning/community among funders
- **Keep the conversation going**
  - It is important to continue the conversation with funders in order to understand their expectations around check-ins and reporting
- **Update and share the (dynamic) campaign story**
  - Highlight how your key strategies have evolved and how that has impacted your outcomes

## Peer Learning: Local Site Perspective

**Lynn Howard**

**Louisville Metro Government Mayor's Office  
Division of Policy and Special Projects**



## For Discussion

- How have you engaged in a collaborative fundraising effort?
  - Can you share any learnings from pursuing these strategies?
  - What questions do you have for your peers about these strategies?

## Tools for Action

### ■ Funder Prospectus Template

- Covers what should be outlined collectively across essential campaign partners before approaching funders

### ■ Funding Pitch Worksheet

- Covers key questions to consider before crafting your 2-4 minute pitch for each funder stakeholder

### ■ Campaign Story Questions

- Covers the questions that you need to answer to tell the high-level story of where your campaign is now and where it is going

## Contact Information

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