Engaging Consumers in Fund Development and Building Community Support

Process and Case Studies

National Health Care for the Homeless Council Conference
Washington, DC
June 22, 2017
WELCOME AND INTRODUCTIONS

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DEVELOPMENT AS A PROCESS

- IDENTIFICATION
- CULTIVATION
- SOLICITATION
- STEWARDSHIP
- BUILDING COMMUNITY SUPPORT
IDENTIFYING RESOURCES

- Become ambassadors! Everyone is an ambassador
- Invite friends, associates to special events
- Get to know your community partners and their partners (health systems, etc.)
CULTIVATION

- Building relationships with prospects—visit with an individual, a corporate or foundation executive
- Generating interest in the organization by telling prospects about the organization’s vision, programs, finances, projects, etc. including the media (as appropriate)
- Get prospects connected to the organization—offer volunteer opportunities
CULTIVATION continued

- Host a tour/facilities site visit/lunch and learn

- Make personal contacts

- Share the history/share consumer personal success stories/enthusiasm for the mission
SOLICITATION

- Share vision and mission
- Presenting the organization’s case statement
- Participating in an one-on-one ask
- Partnering to tell the story and make the ask
- Sending personal notes
- Making follow-up thank you phone calls
STEWARDSHIP

- Thanking donors and letting them know the difference their contribution made
- Maintaining donor relationships by sending thank you letters/notes; making phone calls
- Attend events and interact with major donors
- Keeping donors connected to the mission
Building Community Support

How We Started a Grassroots Movement: Creating Your Garden
“I’m kind of a big deal here.”
- James
Patient and Navy Veteran

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- Connecting donors
- Volunteer program
- Monthly Tours
- Newsletter
- Social Media
- Community Groups
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- Employees
- Leadership team
- Newsletter
- Social Media
- Events
- Collaboration
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- Mission
- Shoe box
You want me to do what?
WHAT IS MY ROLE?

- Role of Advancement/Fund Development Officer
- Role of Program Staff
- Role of Consumer in Advancement
EVERYONE AS AMBASSADORS

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