Creating New Traditions Coordinated/Collaborative **Fundraising**

OREGON

Introductions



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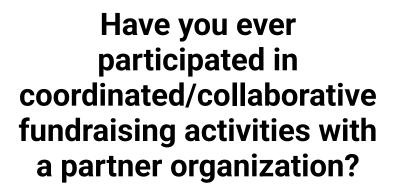
Community Philanthropy Developer - Network & Government Relations

Learning Objectives



- Understand the full spectrum of coordinated/collaborative fundraising activities - and begin to think about how they might be applied to participant's own work and organization
- Learn best practices, tips, and tools that can be used in the daily practice of coordinated/ collaborative fundraising

Poll Question



- No, but I want to
- I tried it once or twice
- Occasionally
- Frequently

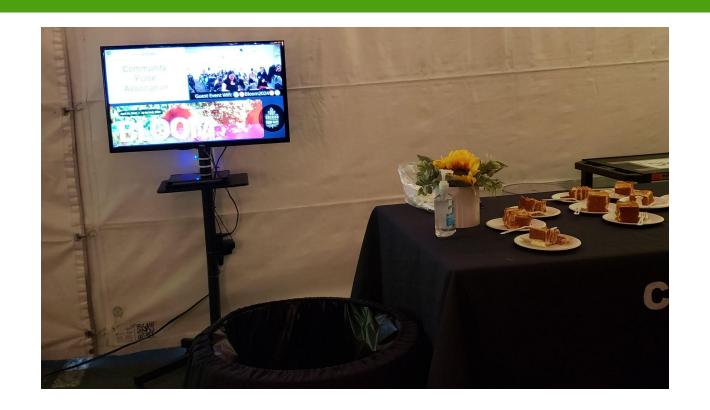


A Continuum of Coordination/Collaboration

- Letters of support
- Sharing information/knowledge/experience
- Leveraging relationships
- Joint asks
- Campaigns that benefit multiple organizations
- Technical assistance/support
- Sharing language/messaging
- Promoting partners to one's own donors/supporters

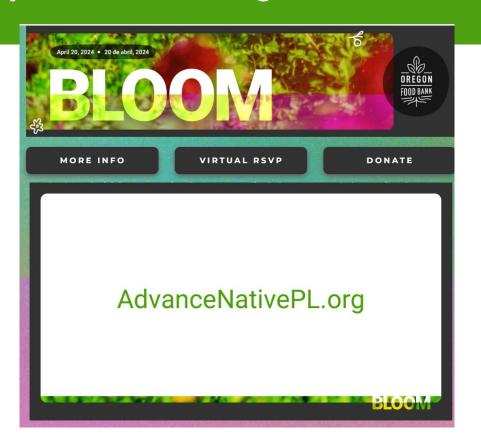


Example: Promoting Partner at Event





Example: Promoting Partner at Event





Example: Direct Mail Appeal Insert

MY HUNGER ACTION MONTH PLEDGE

We all have a role to play	in making Oregon our	country's first hung	ger-free state. During	g Hunger Action Month
I pledge to do my part by:				

- ☑ Making a gift to Oregon Food Bank and its root causes. (My contribution is enclosed!)
- Voting for policies and leaders that work to eliminate the root causes of hunger in our communities.
- Learning about Black-led farming and food justice partners like Mudbone Grown and sharing their story on social media: oregonfoodbank.org/MudboneGrown.
- Contacting my elected officials to urge funding of anti-hunger initiatives and other vital public services.
- Volunteering at my local food bank.
- Other:

(Let us know your ideas!)

For additional resources to help you TAKE ACTION visit oregonfoodbank.org/hungeractionmonth.



Example: Promoting Partner in Acknowledgement Letter





Thank you for your recurring gift contribution!

Hi Darciel

Your monthly contribution has been processed succesfully, thank you so much for your ongoing support! You are making the difference and we are so grateful... because no one should be hungry.

If you would like to cancel or make any changes to your recurring monthly donations login to your account HERE.

If you need any assistance with your donations please email us at donorrelations@oregonfoodbank.org or call us at 503-853-8727

OREGON FOOD BANK PARTNER HIGHLIGHTS

OFB would like to highlight one of our partners, <u>Black Oregon Land Trust</u>. BOLT is dedicated to ensuring that Black communities in Oregon have secure and affordable land access, sustainable agricultural skills and the protected ecosystems needed to grow economically, environmentally, and culturally thriving communities.

Example: **Promoting** Partner **Event** (with exclusive benefit)





Amani Center Race Against Child Abuse

Columbia Pacific Food Bank is pleased to partner with and support another amazing non-profit in our community, the Amani Center. The <u>Amani Center</u> is Columbia County's Child Abuse Assessment Center, and the work that they do for abused children is nothing short of incredible, and such an important need in our county.

We're offering an exclusive discount on registration for the Amani Center Race Against Child Abuse scheduled for April 27th, 2024. Whether you're looking to explore another challenging course, set a new personal record, support a local charity, or simply enjoy the company of fellow athletes, we greatly appreciate your support.

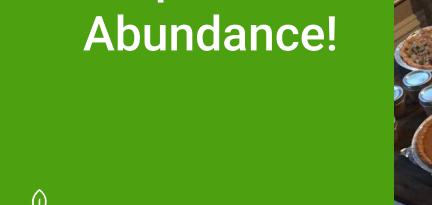


Spirit of Abundance?





Spirit of Abundance!



OREGON



Situation 1

A partner organization asks if you want to join them on a collaborative grant application.

What are your considerations?
What questions might you ask the potential partner?



Situation 2

Can you identify potential "turf issues" when working on a joint individual major donor?





Breakout Groups



Situation 1

A partner organization asks if you want to join them on a collaborative grant application.

What are your considerations?
What questions might you ask the potential partner?



Relationship with Partner

- How important is this partner and our relationship to our organization?
- How will this impact our relationship?
- Would this be a good opportunity to develop/strengthen/move forward our relationship?
- What will be the impact if we decline?





Funder (Donor)

- Our organization's relationship to funder
- Existing plans to apply (solicit)
- Impact of a collaborative application (ask) on relationship with funder



Collaborative Proposal (Ask)

- Level of program/organizational collaboration
- Possibilities for grant (donation) amount of a collaborative application (ask)
 - Per funder's guidelines and/or giving history
 - Identify for each partner and evaluate if they align:
 - What outcome (especially amount) would be a win?
 - What is worth the ROI?
 - What would a "smart" ask be, that realistic AND a stretch?



Roles and Responsibilities

- Who will be responsible for which parts of the grant application (solicitation) process?
- Who is the "lead" applicant?
 - O Who submits?
 - Who makes the final decisions?
 - O Who receives the funds?





Situation 2

Can you identify potential "turf issues" when working on a joint individual major donor?

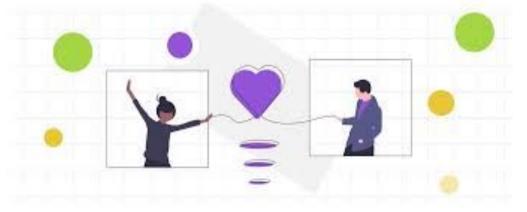




Coordinated/Collaborative Joint Donor Strategy

Template

- Introductions
- Donor Info: Mr. & Mrs. Bob Smith
 - Donor profile
 - Donor history
- Engagement
- Coordinated Engagement
 - Volunteer
 - Events
- Next Steps





Coordinated/Collaborative Joint Donor Strategy

Fundraising Standard Operating Procedures and Principles

- Principles
 - Shared Values (e.g. collaboration, trust, transparency, donor intent, etc.)
- Procedures
- Individual Donors
- Grassroots Giving
- Institutional Donors
 - Corporate and Community Donors
 - Grants
- Cause Related Marketing Campaigns
- Government Funding
- Shared Donor Information



Other Tips and Tools

- Spend time on relationship building
- Honesty and transparency
- Discuss/clarify benefits to each partner
- Helpful to have guidelines AND every donor is a snowflake
- Listen! to understand
- Be open to trying new things



Q&A



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