

WELCOME

Volunteers as Fund Raisers

Finding and Nurturing Fund Raising Volunteers

March 27, 2008



Overview

When Senior Corps projects think of “volunteers”, it is natural to automatically focus on the Foster Grandparents, Senior Companions, or RSVP volunteers.

This webinar focuses on how another pool of volunteers -- fund raising volunteers -- can be assets to your project.

In this webinar, we’ll discuss how to find, attract and build the skills of the kind of volunteers you need to take on fund raising roles for your Senior Corps projects and shape a fund raising team or find the individual you need to help meet your project’s fund raising needs.



Objectives

At the end of this session, participants will be able to:

- Identify the ways they would like fund raising volunteers to assist them
- Identify at least 2 places to look for potential fund raising volunteer candidates
- Develop an attractive recruitment “package” to motivate volunteers to participate



Agenda

- I. Definitions
- II. Roles and Responsibilities
- III. Recruiting Fund Raising Volunteers
- IV. Keeping Fund Raising Volunteers Engaged
- V. Resources



The Chat Function

Please introduce yourself.



I. Definitions



I. Definitions

Program Volunteers: Your RSVP, FGP or SCP volunteers.
Remember—SCP and FGP volunteers can never fund raise!

Fund Raising Volunteers: Members of the community who could identify and secure cash or in-kind resources, products or services for your project.



I. Definitions

Advisory Council: Assumes the responsibility of planning, decision-making, and acting as advisor to, and supporter of, the project it serves. An Advisory Council has no fiduciary responsibilities to the organization it serves.

Board of Directors: A group that is **legally charged** with the responsibility to govern an organization and/or corporation. In a non-profit organization the Board reports to the stakeholders (rather than the stockholders) of the community served by the organization.



I. Definitions

**I currently have volunteers who
fund raise for my project.**

Yes

No



II. Roles and Responsibilities



Roles for Fund Raising Volunteers

- Special Events
- Annual Fund
- Gifts-in-kind
- Grant Proposals
- Major Donors
- Planned Gifts
- Other



How do you use fund raising volunteers?

- Special Events
- Annual Fund
- Gifts-in-kind
- Grant Proposals
- Major Donors
- Planned Gifts
- Other



Volunteer fund raising responsibilities could include...

- Chair an events committee
- Serve on an events committee
- Sell tickets
- Staff an event
- Provide space for a special event
- Research a foundation
- Write a proposal
- Write a letter
- Enter gifts in a database
- Write “thank you” notes
- Make phone calls
- Send birthday cards to donors
- Ask for gifts-in-kind
- Solicit a gift in person
- Provide professional services
- Identify new donor prospects
- Cultivate donor prospects
- Design a website
- Design a fund raising brochure
- Edit a donor newsletter
- Provide transportation and hospitality for donor site visits
- And so much more....



The Unique Contribution of Fund Raising Volunteers

- **Connections**
- **Commitment**
- **Skills**
- **Altruism**



III. Finding and Recruiting Fund Raising Volunteers



III. Finding and Recruiting Fund Raising Volunteers

Fund Raising Volunteers could include:

- Advisory Council Members
- Members of the sponsor organization Board of Directors
- Your own Board of Directors if you are a self-incorporated project
- Business owners and corporate employees
- Legal, financial, management or other professionals who can help with pro bono work
- Voluntary service groups who may take on fund raising for your project
- Individuals in the community who have and interest in your work and who may help connect your network with possible fund raising resources
- Students
- Past donors
- Other



Where to Look

- Local businesses and corporations
- Service clubs or civic organizations
- Business and professional associations
- Faith-based organizations
- Other nonprofit organizations
- Unincorporated organizations
- Cooperatives
- Universities and schools
- Friends of leaders and volunteers
- Other



Start with The People You Have

Assess the distinguishing attributes of your advisory council, board of directors, current fundraising volunteers, etc.



Matching Tasks to Fund Raising Volunteers

Fund Raising Activity	Volunteer Qualities
Special Event	<ul style="list-style-type: none"> • Sociable • Energetic • Have time for committee meetings • Available for the event • Other
Grant Proposals	<ul style="list-style-type: none"> • Good writing skills • Knowledge of project • Time to meet with project director • Other
Major Donors	?
Annual Fund	?

Matching Role to Fund Raising Volunteers

Volunteer Role	Volunteer Qualities
Chair of Fund Raising Event	<ul style="list-style-type: none"> • Demonstrated leadership • Commitment to mission • Successful at recruiting others • Able to delegate • Well organized with good follow-through • Time to devote to effort • Available on day of event • Other
Major Gift Solicitor	<ul style="list-style-type: none"> • Current donor • Peer relationship • Sociable • Good listener • Other
Phonathon Caller	?
Annual Fund Solicitor	?

The Invitation to Join

- Identify fund raising needs and prospects
- Draft job description and responsibilities
- Meet to select candidates
- Personalize the invitation



IV. Keeping Fund Raising Volunteers Engaged



Establish a Positive Beginning

- Have a formal welcoming process
 - Draft a position description
 - Acknowledge leadership status to other volunteer leaders
 - Alert staff
- Have a structured orientation process
 - Develop a welcome package
 - Set specific time and place to formally introduce new volunteer
 - Outline staff responsibilities to new volunteer



Ensure Success

- Educate
- Train
- Coach
- Encourage/Recognize
- Provide Achievable Goals
- Build Confidence
- Build Level of Satisfaction
- Other



Short-term Strategies to Increase Fund Raising Interest on Your Advisory Council

- Be clear on expectations
- Be aware and flexible



Long-term Strategies to Increase Fund Raising Interest on Your Advisory Council

- Invite experts from the community to a meeting to describe successes and tips.
- Network with other projects
- Develop a list of favorite on-line resources for community organizations and fund raising for reference and inspiration.
- Report fund raising successes to entire Council and describe how they impact the mission of the organization.



V. Resources



V. Resources

- The Resource Center
<http://NationalServiceResources.org/>
- Senior Corps Fund Raising Response Center at:
SeniorCorpsFundRaising@CampaignConsultation.com
- Free Management Library, Carter McNamara, MBA, Phd.
<http://ManagementHelp.org/boards/boards.htm>



More Webinars

- **April 24** – Developing a Case for Support to Tell Your Story
- **May 22** – Putting it All Together – How Grantee Organizations Can Appropriately Engage Project Staff and Fund Raising Volunteers to Fund Raise for Senior Corps Projects



Do you have a specific question?

- For questions about grants or to discuss their specific circumstances, project directors and sponsors should contact the Corporation State Office.
- For questions about fund raising or best practices, email the Senior Corps Fund Raising Response Center at:

SeniorCorpsFundRaising@CampaignConsultation.com



THANK YOU!

