

Annual Campaigns

Chevy Chase At Home





Annual Campaigns:

- ***First things first...*** To be in compliance with the law when soliciting tax-exempt donations, you must be an incorporated, 501c3, Maryland registered nonprofit, OR have a nonprofit sponsor (e.g., foundation) to collect funds on your behalf.
- **And always note your status...**

Chevy Chase At Home is registered in the State of Maryland as a charitable organization. A copy of the current financial statement is available by writing Chevy Chase At Home, P.O. Box 15102, Chevy Chase, MD 20825 or by calling 301-657-3115. Documents and solicitations submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis MD 21401, 410-974-5534. (EIN): 27-0204031



Annual Campaigns:

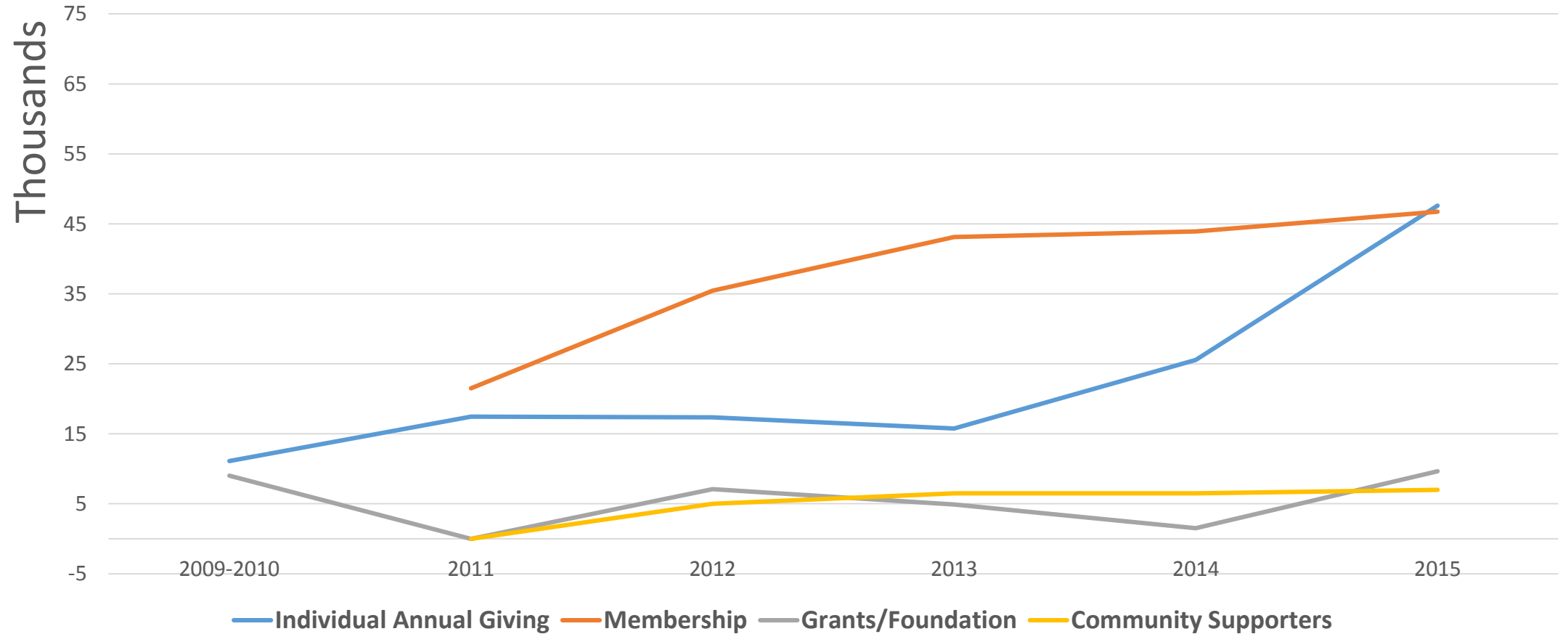
Successful, **Mixed success** & Considered

- **Membership Drive (annual and non-rolling, though we pro-rate)**
- **Direct Annual Mailing/Appeal (fall, ending at year's end)**
- **Community Supporter Contributions (ongoing; in-kind & financial)**
- **Foundations and Grantors (very local; Specific initiatives)**
- **Fundraising event (as the opportunity arises)**
- National/Workplace Giving Campaigns (e.g., United Way)
- Online Giving Campaigns (ex. fund it)



Annual Campaign Outcomes

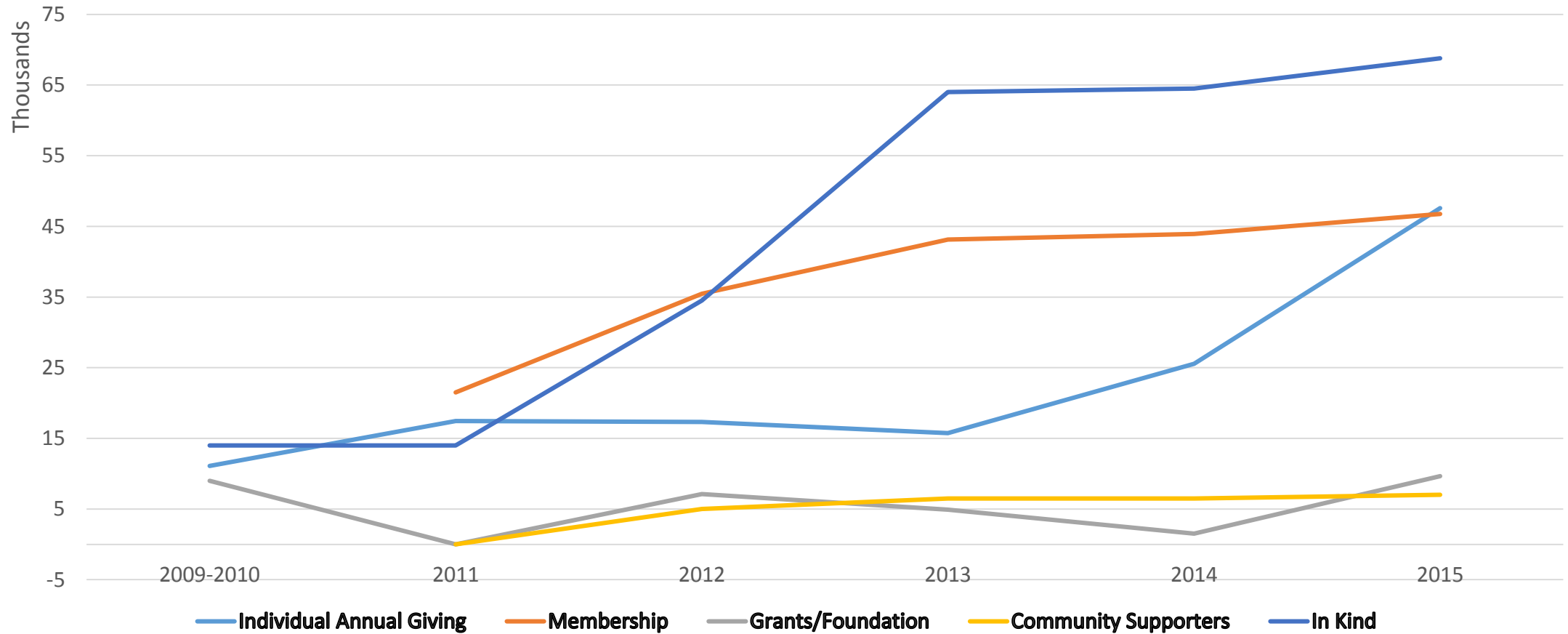
Actual Dollar amount





Annual Campaign Outcomes

Actual Dollar, plus In Kind





Direct Mailing:

The Anatomy of the Letter

- Identify your mission & tax exempt status
- Tell a story/celebrate
- Be brief
- Localize the needs...the “why” to giving
- Line up matching individual/community donor
- Make it easy to give (donation envelopes; online giving)
- Don't try to do too much (just the ask)
- Track giving and send prompt acknowledgement



Excerpts 2015 CC@ H Appeal Letter

Lead with a story, a compliment.

"...[CC@ H] got me to the hospital yesterday and I didn't have to cancel my eye surgery and it was the last resort and I have to thank [Storm Buddy] for taking me....Thanks to Chevy Chase At Home I can see." -Member

Personalize

Dear Neighbor, (Section # Neighbor)(Main Street Neighbor)(Supporter)

Celebrate Accomplishments

Thanks to the support of our community we are celebrating six years of service to our older adult neighbors.

State the village's mission and status

The mission of Chevy Chase At Home (CC@ H) is to assist aging residents to live safely in their own homes, in familiar surroundings, and to stay engaged in community life. We are a local non-profit 501(c)(3) organization, incorporated in the state of Maryland and part of a national "village" movement...

State the village needs

In order to meet our mission and provide quality services in our community, we rely on membership dues and the generosity of individuals and...

Clear, simple directions on how to give.

When making your donation, please make checks payable to "Chevy Chase At Home." If you choose to give online, please select "General Donations" on the CC@ H donations webpage at www.chevychaseathome.org.



Excerpts from “Match” letter

Personalize the match. Be specific, upfront and clear

Great News! We have a very generous offer from one of our [neighborhood name] neighbors.

Explain the Match!

Every dollar given to Chevy Chase at Home by a [neighborhood name] **resident** will be ***matched*** by this anonymous donor between now and [date] 2015, up to \$\$\$\$ dollars.

Reiterate the match

Remember that ***every donation makes a difference***, no matter the amount, and this year donations will multiply 2 fold.



Direct Mailing:

How CC@H covers cost

- Paper (donated by community supporter or bulk rate)
- Printing (donated by community supporter or bulk rate)
- Mailing Envelopes (bulk rate)
- Donation Envelopes (bulk rate)
- Addressing (mailing labels vs. mail sort)
- Delivery (hand-delivered vs. bulk mailing permit)
- Online giving (ease of giving vs. fees for credit card transaction)



Notes

- To initiate a 501c3 application, engage an attorney. Pro Bono sources: Neighbors, Montgomery County Village Coordinator, and Volunteer Montgomery <http://www.montgomerycountymd.gov/government/volunteer.html>
- Contact the State of Maryland Secretary of State, State House, Annapolis MD 21401, 410-974-5534, to register your village (free or minimal fee).
- Blue Avocado; Financial advice for nonprofits, online: <http://blueavocado.org/category/topic/about-blue-avocado>
- US Postal Service Bulk <http://pe.usps.com/text/dmm300/703.htm>
- To calculate the value of volunteer time, please go to https://www.independentsector.org/volunteer_time (Select DC)