

## Montgomery County Village Gathering

September 2016

### Work session on How to Fund/Support your Village

**Scribe: Tina Purser Langley (notes are designed to complement power point)**

#### **Panelists:**

**Tom Brunetto:** Olney Home for Life president of the board. (Also the moderator)

**Mary Ann Zimmerman:** Silver Spring Village (SSV) member since 2013. She led the village development plan and grant applications. She is also involved with many other civic activities.

Silver Spring Village: serve the 20910 zip code. Annual membership fees: \$350/person \$450/household, \$250 associate/social only.

**Donna Savage:** Co-founder of Villages of Kensington and currently is the President of its board. She is also President and CEO of Intelligent Fingers Writing and Editing.

**Catherine McCallum** is the executive director of Chevy Chase at Home. During her first four years at ED CC@H has achieved increased success with fundraising campaigns. Prior to CC@H, Catherine worked as a social worker on elder care issues.

Chevy Chase at Home: Has been in operations for 4.5 years. Charges membership dues: \$450 person \$600 household, \$300 associate membership \$125 Friends of CC@H.

They have 260 members, 140 households, 1,000 services provided last year. Also offers many social programs.

#### Business donation solicitation tips:

- Plan your fundraising calendar
- Have plans for donor recognition
- Ask donors for advice not just donation. You will benefit from their skills and they will feel more involved.
- When villages assess potential funding, and support they should look at the local companies around them.
- Who are their potential donors?
- What are they likely to offer (in kind? Cash?)
- What Can they do? Large businesses corporation will differ from small local store.
- When approaching a funder be clear about what you are asking for and how the donation will be used. You must have a value proposition.
- In kind contribution counts as donation.

- Different villages have solicitation cycles. Some do year-round. When a private donation come in, create a “donation level (Gold, silver bronze...) and personally recognize the donor and its level.

#### Components of donation value proposition:

1. How will the donation benefit the donor? (Name recognition, more business, support the local community, aligned with the donor’s business goals
2. Tell a story about them (I.e. the donor), not you.
3. Develop a 2 minutes’ elevator speech. The first few minutes of conversation are very important.

Village- donor relationships are ongoing, especially with the larger sponsors. You must have a communication process to update on progress, find new ways to partner with them, ask for their opinion when it makes sense,

#### Successful grant writing:

SSV has received County Community grants and Cafritz grant.

#### Tips:

1. Have grant readiness first: know what you plan to ask, have your data available, know why you are asking for a grant.
2. Develop a unique proposal
3. Get your finances ready (get a treasurer)
4. Have a community presence
5. Look at startup funds.
6. If grant requires a match – do not waste your time
7. You do not need personal contact with the grant maker-just do your research about what they will fund.

#### Ideas for small grants providers and other funding sources:

1. Pepco Community Support Project: \$1,000 (gave to OHFL)
2. Washington Gas. No operating funds but small grants OK
3. Successful fundraising event – Antique Road Show style event.

#### Notes on managing the cost of a staff person:

1. Make sure you have enough money in the bank (a year’s worth of salary)
2. Try to keep 6 months’ worth of expenses in the bank balance.

3. Try and raise money before you start operations.

4. Should the staff be an employee or contractor? Different villages have different choices on this issue.