

Engaging Consumers in Fund Development and Building Community Support

Process and Case Studies

National Health Care for the Homeless Council Conference
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WELCOME AND INTRODUCTIONS

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DENISE MILES

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

SOLITICITATION

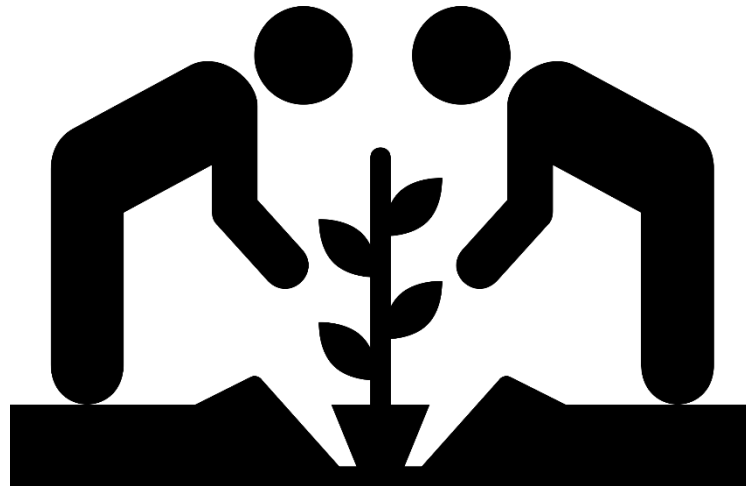
- Share vision and mission
- Presenting the organization's case statement
- Participating in an one-on-one ask
- Partnering to tell the story and make the ask
- Sending personal notes
- Making follow-up thank you phone calls

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

<http://www.dailyplanetva.org/about-us/>

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