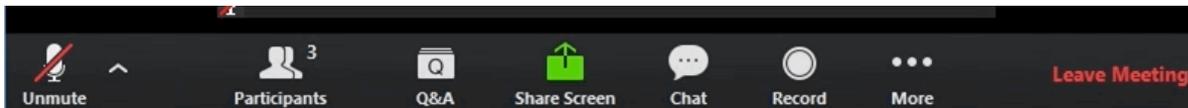
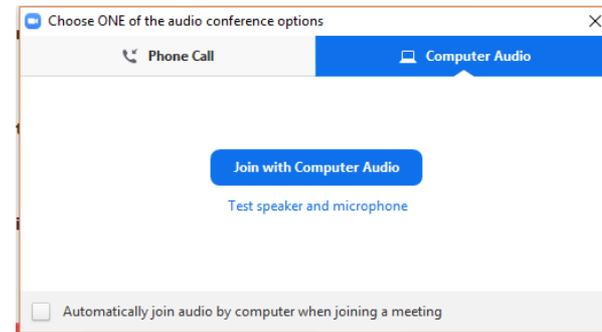


# Diversify Your Revenue with Fundraising and Philanthropic Support

September 8, 2021

# Logistics & Housekeeping

- Call in on your telephone, or use your computer audio option
- If you are on the phone, enter your Audio PIN



Type questions into the Q&A tab, located on your Zoom toolbar.  
**We'll answer as many questions as we can at the end of the presentation.**  
**Relevant publications will be curated and emailed following the webinar.**

# Panelists



**Emily Moen, BS**  
*Thresholds*



**Liz McLachlan, BS**  
*Community  
Housing Network*



**Dr. Kima Joy Taylor,  
MD, MPH**  
*Anka Consulting*



**Jeremy Attermann,  
MSW**  
*National Council for  
Mental Wellbeing*

# Defining Fundraising and Philanthropy

## Fundraising

- Individual Donors
- High net worth individuals
- Corporate donors/sponsors

*Activities: Galas, golf tournaments, walk-a-thons, social media campaigns, letter campaigns, text campaigns*

## Philanthropy

- National foundations
- Community foundations
- Donor Advised Funds

*Activities: Responding to foundation RFPs, collaborating with foundation to develop program*

## What we DON'T mean

- Government grants or contracts
- Reimbursable services

*Activities: Insurance reimbursement, state funding*

# THRESHOLDS

HOME | HEALTH | HOPE

Thresholds provides innovative behavioral and primary healthcare that promotes empowerment, well-being, and full participation in community life. Through unwavering community-based engagement, support, and advocacy, Thresholds helps people living with mental health and substance use conditions find home, health, and hope.

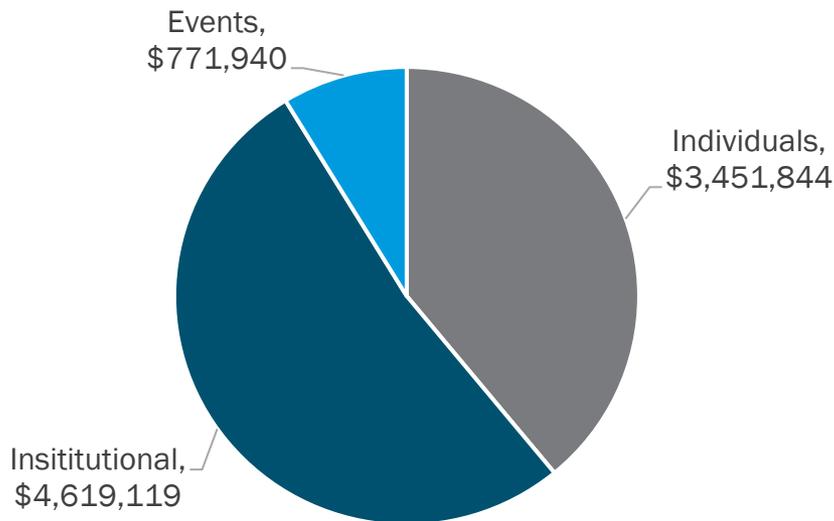
- Thresholds serves nearly **8,000 clients** each year.
- Thresholds has **1,100 employees**.
- We have **30 unique programs** and more than **175 clinical teams** at **97 sites** throughout the Chicago metropolitan region.
- Thresholds uses a **community-based** and **team-based approach** that addresses a full spectrum of client needs.
- We have programs for particular populations living with mental illness, including homeless outreach, young mothers, veterans, deaf clients, and those with justice system involvement.
- Thresholds is **Illinois' largest supportive housing provider**, operating more than 1,250 units.

THRESHOLDS

HOME | HEALTH | HOPE

# ABOUT THRESHOLDS FUNDRAISING

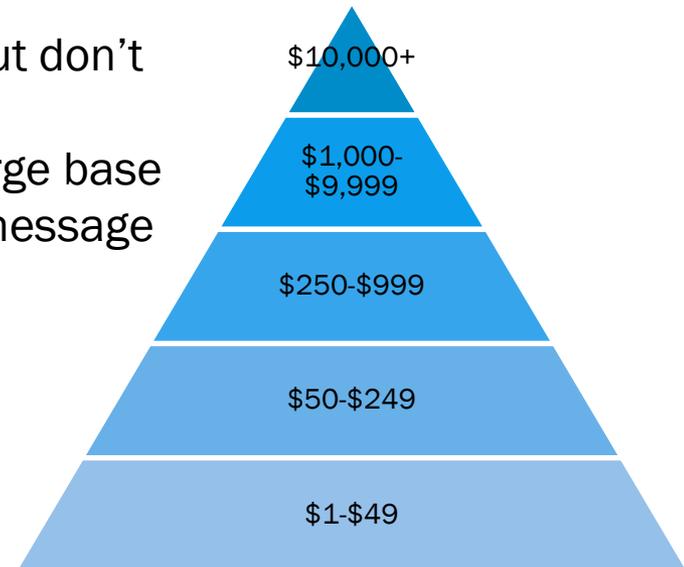
Total FY20: \$8,842,904



- **9 staff members** on Marketing & Development team
- **43 board members**
- **2 large fundraising events** per year
- **1,546 individual and 146 institutional** donors in last fiscal year

# KNOW YOUR DONORS

- Review your donors by type, amount given, relationships – who are you missing?
- Donor pyramids are helpful but don't tell the whole story.
- All donors are valuable – a large base of small donors can provide message and advocacy amplification.



# BUILD DONOR RELATIONSHIPS



1. Map out all your donor touchpoints for the year.
2. Tell stories.
3. Use the data that's available to you.
4. Sometimes finding new people matters as much as dollar amounts.
5. Update your donors often on how their dollars are at work.

# PANDEMIC IMPACT

## IMPACT

- Received COVID relief grants totaling over \$850,000
- Events revenue fell by more than 50%, total donors decreased 39%
- Number of individual donors fell by 18%, despite steady totals
- Numbers of individual donors \$50-\$500 fell by 25%

## SUCCESSSES

- Donors responded well to staff stories
- Engaged new event attendees with accessible virtual events
- Invested time in piloting new donor recognition ideas
- Both individual and institutional donors were more flexible than we thought
- Virtual events like selling client artwork, annual celebration engaged brand-new audiences

# LESSONS LEARNED - DONOR CULTIVATION

## EVENTS

- Needed to replace the impact of the fund-a-need auction at in-person events
- Created a “host toolkit” to help our sponsors engage their contacts in the event
- Helped host micro-events

## CAMPAIGNS

- Reworked direct mail language and design
- Board members piloted personalized, individual fundraising efforts online
- Monthly donor recognition
- Birthday recognition and fundraisers
- Donor acquisition mailing to find brand-new donors

# LESSONS LEARNED - DONOR COMMUNICATION

About 2,790 results (0.28 seconds)

New York Post

## Couple cancel wedding, donate \$5K deposit to the hungry on Thanksgiving

Emily Bugg, 33, and Billy Lewis, 34, had planned to tie the knot at a funky warehouse in the West Town neighborhood, bringing in 150 guests ...  
Nov 25, 2020



WTTW News

## Chicago Couple Canceled Their Big Wedding But Used ...

But Emily Bugg and Billy Lewis of Chicago had an idea to pivot their wedding celebrations to something even better — by giving back to ...  
Dec 6, 2020



The Washington Post

## This couple canceled their big wedding and instead gave Thanksgiving dinners to the needy

Emily Bugg and Billy Lewis got married at Chicago's city hall last month and had their wedding caterer instead give Thanksgiving meals to ...  
Nov 25, 2020



NBC Chicago

## Couple Who Canceled Wedding Due to COVID Donates Catering Deposit for Thanksgiving Meals

Emily Bugg and Billy Lewis got engaged in July last year and had been planning their fall wedding ever since. But as the pandemic raged on ...  
Nov 25, 2020



WKRC

## Couple uses food from canceled wedding to feed 200 people on Thanksgiving



## COMMUNICATION

- Increased **personal donor touchpoints** – back to basics with calls, emails, handwritten notes
- Told more **staff stories** – highlighting their role in pandemic response, netted a viral story about a staff member's donation that led to more donations
- Pitched more **news stories**
- Shared more **opportunities to engage in advocacy work**
- Reworked materials for **new donors** and **lapsed donors**

THRESHOLDS

HOME | HEALTH | HOPE

# LEVERAGING YOUR SUPPORTERS' NETWORKS

More than 90% of our first-time donors are not strangers – they are already connected to Thresholds through a board member, current donor, staff member, or client.

- **Meet with board members and top donors individually** to discuss how they can reach out to their circles. Meet them where they're at – different methods work for different folks. Online fundraising, dinner parties, handwritten notes, etc.
- **Utilize events** – Sponsorships are a great way for your top supporters to invite their friends to a fun event and learn more.
- **Use social media** – Encourage your supporters to do micro-fundraisers on your behalf, share your posts, and amplify your message. Create easy links and how-to guides.
- **Sometimes the goal is people, not donations** – Finding new people is sometimes a better goal to set than dollars raised. Raffles, junior board cultivation events, sharing tips on social media, and more can net names on your list that might be the donors of tomorrow.



# Community

## HOUSING NETWORK

Opening Doors • Transforming Lives.®

Liz McLachlan, Director of Fund Development  
Community Housing Network

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5505 Corporate Drive, Suite 300 | Troy, MI 48098  
PHONE 248.928.0111 . TOLL FREE 866.282.3119 . FAX 248.928.0122  
[www.communityhousingnetwork.org](http://www.communityhousingnetwork.org)

# Community Housing Network's Mission Statement:

We strengthen communities by connecting people to housing resources.



# What do we do?

Community Housing Network provides homes for people in need and access to resources to create sustainable communities.

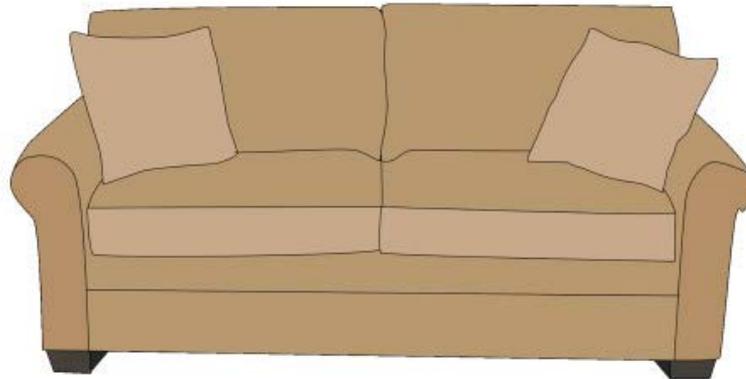
Affordable Housing  
Crisis Response  
Housing Programming  
Homeless Response

At the onset of the pandemic, Michigan's Governor enacted a "Stay Home, Stay Safe" mandate and allowed for only essential businesses to remain open.

*Now, more than ever, safe housing was critical.*

How did we respond during the  
COVID-19 pandemic?

P.I.V.O.T.!



A word cloud centered around the words "Grant" and "Writing". The words are arranged in a circular pattern around these two central terms. The colors of the words range from dark red to gold. The words include: proposals, pre-proposals, budget, implementation, projects, guidelines, technical, reports, words, concise, money, format, forms, resources, precision, reputation, development of, letter, visibility, intent, prose, community, support, collaborations, partnerships, outcomes, ROI, and development of.

COVID-  
related  
response  
Grants

United Way for  
Southeast Michigan

Local government

State  
Government

## Other Grant Opportunities

Smaller, local family foundations

Corporate partnerships

Leveraging current funders

# Lessons Learned



Be flexible & move fast



Stay focused



You can't be/do all things for all people



Collaboration



Reach out to funders



Data, data, data!



IMPACT – be specific



Don't forget to say thank you!

# Funder Expectations (During COVID & Beyond)

- Funding priorities shifted
- Funder goal: to get the money in the community FAST
- Getting out the way
- Emphasis on Diversity, Equity & Inclusion

# Diversity, Equity & Inclusion

- Leadership
- Staff
- Representation of who you serve
- DEI Lens – Strategic Plan
- HR & Hiring Practices





# Community

HOUSING NETWORK

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Opening Doors • Transforming Lives.®



## Q&A with Dr. Kima Joy Taylor, MD, MPH

# Questions?

NATIONAL  
COUNCIL  
*for* Mental  
Wellbeing