

Ministry Networking Day, May 14, 2010

Workshop C: Facilitated by Jeff Neven of Homestead Christian Care.

Before the Ask - Building Social Capital for Fundraising

1. Welcome
 - Name, and name of organization
 - \$20 Donation – must be able to get a tax receipt.
 - o One sentence describing your organization and what you do.
 - o One sentence telling me/inspiring me to donate.
2. What do you hope to get out of the workshop?
3. Raising Funds
 - a. Connection
 - i. Volunteer
 1. Half of all donors to human and social services organizations also volunteered in 2007.
 - ii. Staff
 1. Homestead staff donate 1.5% back
 - iii. Connection to the cause
 1. Breast Cancer
 2. Churches and Christian Schools
 3. Ride for Refugee
 - b. Passion
 - i. Do you personally donate to your cause
 1. Door-to-door campaign
 - ii. Do all your board members donate?
 - iii. Every donation makes a difference
 1. Obama
 - c. Credibility
 - i. Do you do what you say you are going to do?
 1. Financial stewardship and strong financial management
 2. Organizational (Balanced) Scorecard
 - ii. You do good work, what difference does it make?
 1. Strategic Planning
 2. Outcome Evaluation
 - iii. Personal credibility and staff longevity.
 - iv. Who else support you?
 1. Stakeholder community building event.
 - d. SHIP Capital
 - i. Social Capital
 - ii. Human Capital
 - iii. Intellectual Capital
 - iv. Physical Capital

- e. Developing the relationships
 - i. Find key partners that you can help solve their challenges (refer back to the numbers)
 - 1. Bike co-op – neighbourhood association, community foundation, Trivaris, spectator reporter, SPRC, public health.
 - 2. City of Hamilton
 - 3. LHIN – help them meet their objectives
 - ii. Cultivate relationships
 - 1. Spend the time getting to know the right people, go broadly
 - 2. Think about realistic ways that they can help you.
 - 3. Keep regular contact
 - 4. Get people donating
 - iii. Start small rather than going for the big ask right away.
 - 1. Over achieve
 - a. United Way in Oxford
 - b. HCF and other foundations