



CLEAN AIR PARTNERS

Board Meeting: Fundraising Updates

SEPTEMBER 20, 2018

Fundraising Update

Items completed between April-September 2018:

- ✓ Prospect research on potential grant funders
- ✓ Grant proposal master template
- ✓ Cultivation email template to potential funding sponsors
- ✓ Cultivation with funders with whom Clean Air Partners has a prior relationship
- ✓ Partner sponsorship pitchbook template
- ✓ Grants and sponsorship dashboard
- ✓ Board training on cultivating sponsors (July 23rd)
- ✓ Drafted 4 grant proposals to different funders



Fundraising Update

Immediate next steps:

1. Update sponsorship pitchbook template to include Signature Event information
2. Finalize content for grant proposals based on Education program curriculum updates
3. Coordinate a joint meeting with Education and Fundraising Committees to review Education program grant proposals
4. Prepare and submit proposals to funders
5. Cultivate relationships with funders and sponsors
6. Track board cultivation with different potential partners



CLEAN AIR PARTNERS Partnership Cultivation Training

SEPTEMBER 20, 2018

Agenda

- Overview of Board Member Roles and Responsibilities
- How to “Pitch” the work of Clean Air Partners
- The What and Why of Building Partnerships (also a deeper dive into Corporate Sponsorships)
- Finding and Developing Prospects
- Crafting your “PITCH”
- Next Steps



Board Member Roles and Responsibilities

“Board members are the fiduciaries who steer the organization towards a sustainable future by adopting sound governance and financial management policies, and ensuring adequate resources.”



Definition: The Council of Nonprofits



What if I can't ask for support (due to work restrictions)?

There are many ways you can still be involved:

- ✓ Make a virtual introduction between a potential sponsor and other Clean Air Partners Board members or staff person
- ✓ Create a list of potential sponsors
- ✓ Help research different sponsors
- ✓ Help create "Pitchbooks" and strategize on outreach to potential connections



Who is Clean Air Partners?



From the Clean Air Partners Website:

"Clean Air Partners is a non-profit (501-c3), public-private partnership educating individuals, businesses, and organizations in the greater metropolitan Baltimore-Washington region about health risks associated with poor air quality and the impacts on our environment."



Who is Clean Air Partners?

Let's rethink how to make this mission more conversational....

“Clean Air Partners is a nonprofit that educates people in the region about poor air quality and its impact on health and the environment.”



Developing the Message

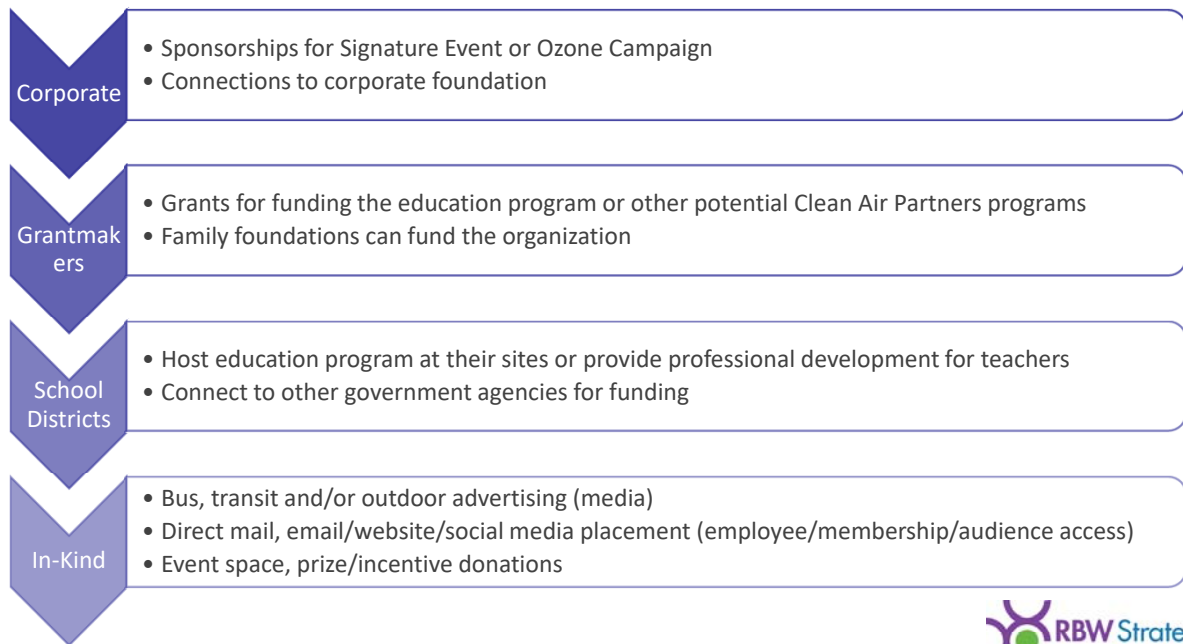
When reaching out to potential partners, what are tools that you can use?

- Corporate Sponsorship “Pitchbook” template
- Clean Air Partners fact sheets
- Clean Air Partners website and video links
- Media/Partnership Cultivation talking points
- Partner tracking spreadsheet template
- List of Clean Air Partners funding prospects, more to be added as needed

These materials are found in a **Dropbox folder** that you can immediately access



What are the types of partnerships?



Why Cultivation Matters

Board members are critical to obtaining either type of funds. Why?

- Blind online sponsorship and/or grant applications don't generally work.
- Relationships with decision makers are the key to obtaining funders and in-kind partnerships.
- People support causes who people that they are know are passionate about!

Real life examples on grant funding cultivation from Brian O'Malley



Deep Dive: Corporate Sponsors

- “The investment a corporation makes in exchange for real value that helps them meet business or marketing goals.” (Gail S. Bower)
- A business marketing activity. Same as paid advertising- has a business goal in mind.
- Viewed as a partnership.
- Different than “Corporate Philanthropy” as sponsorships usually come from marketing budgets, but in some cases, from a corporate foundation.



What Makes Sponsorships Attractive to Corporations?

- ✓ Public recognition of the company’s connection with a certain charitable cause
- ✓ Helps allow businesses to attract new customers
- ✓ Bolster the company’s reputation because of the “halo effect” of the nonprofit’s good will.



Think Like “Them”

- If you were a corporate leader, would you invest in Clean Air Partners, and why?
- Is your brand well-known in the community?
- Can involvement with your organization enhance THEIR image?
- Find common ground. Answer the “WIIFM”- **What’s In It For Me?**



What Do They Want?

VISIBILITY = How Many Pairs of Eyes Will See My Brand?

AND

Opportunities For

- ✓ New customers/more sales
- ✓ Access to your employees or constituents
- ✓ Employee volunteer opportunities
- ✓ Entertaining top clients
- ✓ Appearing socially responsible
- ✓ Networking with others = more business
- ✓ Meeting elected officials and celebrities
- ✓ Mention on your Website, email blasts, Facebook page, Twitter mention or link in a media advisory



Corporate Sponsorships vs. Corporate Foundations

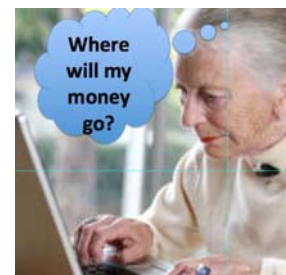
Corporate Sponsorships can come from two sources of funds within a company:

1. **Marketing Budget** – Same budget used for paid advertising (example: Commuter Connections), or...
2. **Corporate Foundation Funding** – Corporation sets up a foundation to fund endeavors with nonprofits exclusively (example: Northrup Grumman)



Corporate Sponsors vs. Individual Donors/Foundations

- Corporate sponsors want **VISIBILITY**.
- Individual major donors and foundations want to know **IMPACT**.
- Questions they might ask themselves:
 1. “Am I enthusiastic about this particular cause?”
 2. “How will my gift make a difference in the world?”
 3. For foundations, “How does this fit into my mission?”



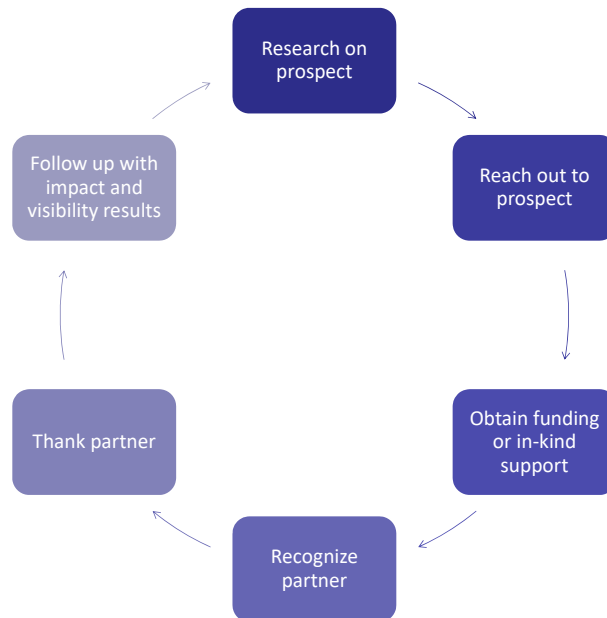
Recent Sponsors

Sponsor Name	Gift/In-Kind	Program/Event
WGL/Washington Gas	\$20,000-\$50,000	Breathe Easy Concert Clean Air Deeds Summer Ozone Season Campaign
Northrop Grumman	\$10,000	AirCasting STEM Project
Constellation Energy	\$10,000	Digital campaign
WMATA, Prince George's Co., RideOn, DASH Bus, CUE Bus, Arlington Transit, Vector Media, MMS Media, Clear Channel, DDOT, MTA	In-kind transit/outdoor ads	Summer Ozone Season Campaign
Commuter Connections	\$5,000	Summer Ozone Season Campaign - Summer campaign to raise awareness about air quality, includes outreach team and digital
WGL/Washington Gas	\$50,000	2018 Breathe Easy Concert, headliners are Beyoncé and Jay-Z Radio, digital, outreach teams/events, transit/outdoor -

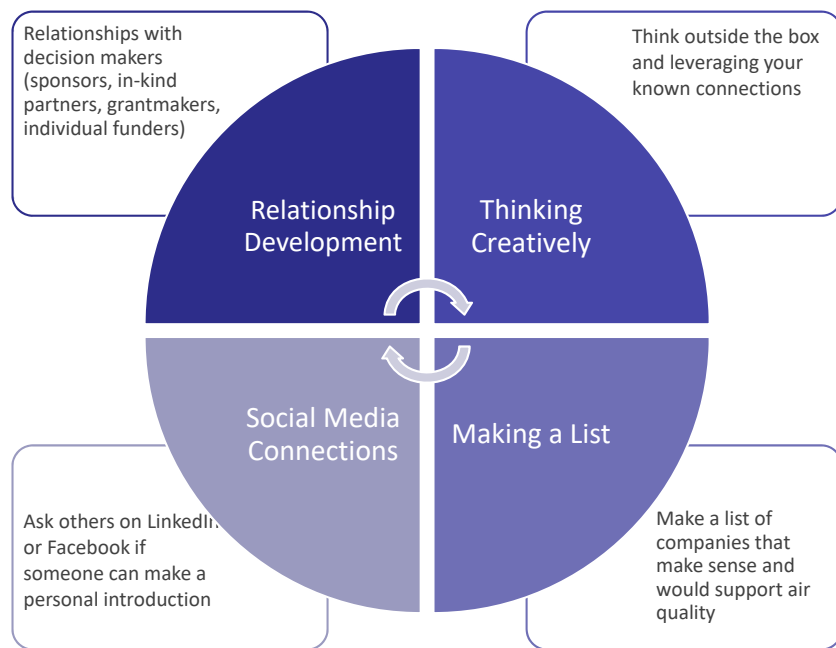


Partner Cultivation Lifecycle

Cultivating new partners and stewarding existing ones needs to be a continuous, year-round process.



Finding Prospects



Prospect Research

Research Considerations

1. Does this prospect support causes in the Greater Washington-Baltimore region, and if so, what types of causes?
2. Is there a process for requesting funding (application, letter of intent)?
3. What information would he/she like to receive in advance so you are prepared?
4. Does this prospect have a website or social media site that indicates his/her/their interests?
5. How does this prospect want to be contacted (email, phone, meeting, virtual connection introduction)?



Exercise: Making a Prospect List

1. Write down the first name of everyone you know (over the age of 18) who works for or knows people that might wish to be a Clean Air Partners sponsor/funder/partner.

- Friends/Acquaintances
- Family
- Neighbors
- Business associates/former colleagues
- House of worship
- Alumni and other clubs
- Association members/professional networking groups



2. You have about 10 minutes – now go!



Developing your Prospect List

- Circle the names of 5 people who you could easily reach out to tomorrow once you have a sponsorship package to present.
- Show confidence in asking others, as you will be asking: – “Won’t you join me in supporting the clean air movement? May I share more information with you?”
- You might only end up with only 1-2 “yeses,” and that is OK!!
- Let’s talk about what “NO” means. Usually it means: 1) *Not YOU*, 2) *Not NOW*, 3) *Not YET*, 4) *Not for THIS (a real “no”)*



Dealing with Rejection

- **No one likes rejection, that's part of the FEAR of asking.** Each time you ask, you get better at it.
- Getting over the fear of rejection involves making yourself **IMMUNE** to it by hearing it several times.
- Think of this as an objective, statistical effort with a goal in mind. Ticking names off of a list as you go. **It's not PERSONAL!**
- It's not about you, it's about **them**.
- **Rejection isn't FATAL!** It's a learning experience!



Don't forget ...

- **PEOPLE** represent partners for whom you are requesting funding or other support.
- Demonstrate the passion for your cause so they can also “feel your passion” and advocate internally for your cause! Use short stories, videos and links.
- Ensure partner understands their investment will be used wisely.



Recap

- Developing supporters for Clean Air Partners is not a simple process – it takes time and research.
- The environment is very competitive.
- **Your best chances of success result from having personal relationships.**
- There needs to be a good match with your mission and their business/personal goals.



Let's Pause For A Moment - Burning Questions?



Immediate Next Steps

1. Add 3-5 names to the partner cultivation spreadsheet that Jen will circulate after the meeting.
2. Include specific partnership names and target dates for outreach. Jen and Rachel to follow-up on the status of each prospect throughout the year.
3. Request information and tools from consultants and Jen concerning the Pitchbook and/or other items needed. Logos of new sponsors will be added to the Pitchbook as they are identified.
4. Review list on an ongoing basis and add/delete names as needed.

