

## Fundraising Strategy 03-05

### *DRAFT Goals and Objectives for Fundraising*

**Goal 1: We will raise enough funds to maintain our current programs and add an administrative support person one day per week.**

**Objective 1:** We will get \$75K from OWEB for Council Support 03-05 (7/03 – 6/05)

**Objective 2:** We will raise the funds necessary to cover Council Support expenses not paid for by OWEB by Dec 1: (\$116K - \$75K = \$41K, with \$29K by Dec 1 for match requirement).

**Objective 3:** We will get the Projects and Monitoring grant 03-05 (7/03 – 6/05)

**Objective 4:** We will raise the 25% match funds for Projects & Monitoring grant by Feb 1. An estimate of this amount is currently \$30,000.

**Objective 5:** We will increase donor base by 3-5 organizations by Feb 03.

**Objective 6:** Raise \$500 each for Annual Celebration 2003, 2004 (supplies + event coordinator).

**Goal 2: We will raise additional contingency funds for 2005-07.**

**Objective 1:** We will be able to cover rent & utilities- \$19,200 (\$800 per mo. for 2 years) in case we are not able to secure donated space.

**Objective 2:** We will increase donor base by 3-5 additional organizations by Dec 04 (time of next Council Support Grant deadline).

### *Fundraising Assessment*

Personnel: Currently a strength

Organizational Credibility: Currently strong with most sectors

Finances: Good but OWEB funds variable and economy weak.

### *Techniques*

Grants: OWEB

Contracts: 1 currently; Army Corps for Water Quality Monitoring

Contributions or gifts of cash and in-kind services

Use same groups as have donated before, and add a few more to further diversify

### *Resources*

Dana Erickson

Write grants

Create Brag Book

Make case for need of funds

Plan visits to Boards or executive staff

Cindy Thieman

Write grants

Contribute to Brag Book  
Steering Committee  
Identify potential donors  
Contact donors known personally.  
Visit Boards or executive staff  
Thank donors  
Cascade Pacific RC&D (fiscal agent)  
Bill local match, send receipts  
Draft contracts to receive funds and agree to work

### **Donors:**

The attached page “Partners & Match Funds Overview” shows who we’ve received donations from and for what purpose. Additional organizations who may be interested in supporting Council activities are: Country Companies (through Al Bartlett), Rosboro Lumber Co (through Steve Ak...), Lane County Fairgrounds (on P&M grant), City of Junction City (David Renshaw), Decker Nursery, Arlie Land & Investment, Alpine Vineyard.

### **Safety-Net and Unknowns**

We do have some fall-back funds due to our bank account, which is fortunate as people may be more cautious in giving with the current economy. I have maintained a conservative fiscal strategy in the past five years, leaving us this surplus as a “rainy-day fund” due to some unknowns.

Unknowns facing us:

- 1) How long we will be able to have donated office space, utilities, machines, computers, phone
- 2) Whether or not we will be able to secure enough projects in the next granting round to provide us the full-time funding for a Projects and Monitoring Coordinator
- 3) Whether all current and future pledges of local match will be paid
- 4) The amount OWEB will be able to grant to us for Council Support
- 5) Staff changes (none currently impending)

### **Other Fundraising Possibilities (Workshop materials include more)**

Mini-events

A couple volunteers can hold a small fundraiser at their house  
Contra-dance by Barnstormers (Paul Clements’ friend)  
Book and CD swap (\$5 hardback, \$2 soft, \$5 CD)  
Services Auction (give to each other)

Direct Mail to members

Can reimburse resources spent with some return; depends on member base.

Merchandise (t-shirts, mugs, etc)

Annual Meeting

(Note that we do not currently use our Annual Celebration for fundraising. Doug Richards made a presentation in 1999 asking for contributions and none were given). Workshop leader Bridgett Sarabi says Annual Meetings rank just above telemarketing in dollar effectiveness due to resources required. How to scale that event back without creating ill-will. Every fundraising technique has a life-span.

## **BACKGROUND**

### **Budget calculations (may not need to include this)**

Local match bank balance

Amount earmarked

Coordinator salary

Council Support expenses (travel, supplies, etc)

Amount expected to be spent

Balance remaining

In-kind match on both Council Support and Projects and Monitoring may cover a good chunk of our 25% requirement.