



Special Olympics Pennsylvania Leadership Conference

Your Program and Its Financial Future

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4 Main Focus Areas of this Presentation:

- A. Shared Revenue Update**
- B. Proposal Writing Basics –
Foundation/Corporations**
- C. 3rd Party Events**
- D. Grab Bag/Q+A**

2016 Your Program and Its Financial Future



Overview of SOPA Budget and F/R Streams

Budget :

- State Office has a \$5.6 million operating budget.
- 30% of Revenue is from Special Events; 22% from Individuals (includes bequests, DM, Tele, Workplace Giving); 20% from Corporations (not including events)
- Government – New + Growing
- Strategic Focus over next 5 years to put more resources into Individuals and Corporations.
 - 10 years ago Telemarketing drove 50% of our revenue
 - Last 7 years reliance on Events has been steep
 - Numerous risks; Why? - Discussion

Where is your Program's Revenue Coming From?

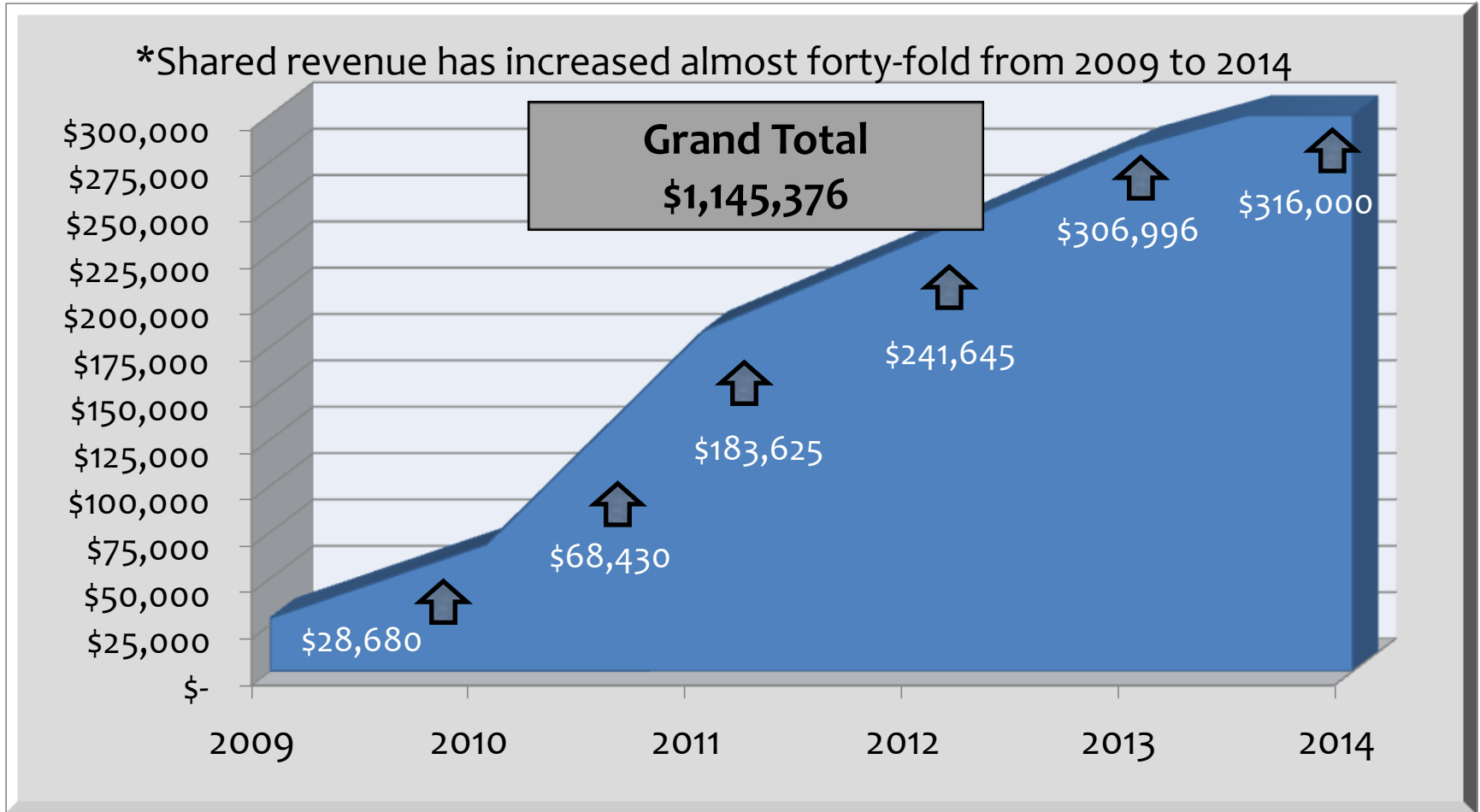
2016 Your Program and Its Financial Future



Shared Revenue: How it works

- **Not intended to apply to all revenue. Rather, the intent is to encourage everyone to think strategically about those situations where we can do better together or bring added value/revenue when working together.**
- **Key principles :**
 - We do better by working together than by “going it alone”
 - Working together maximizes resources for all of SOPA (state office and local programs combined)
 - We should all benefit or “grow the pie” when collaborating. We will always work to ensure all parties “remain whole” (i.e. nobody “loses” by bringing forward an opportunity for the greater good).
- **Four factors will influence splits:**
 - 1. Effort & Value: Who is doing the work for the associated fundraising event or activity? What value does each party provide (such as ongoing stewardship or providing sponsor benefits)? One way to evaluate this is to consider what would be different if either party were not involved
 - 2. Cost/Risk: Who bears the risk and expense (if applicable)?
 - 3. Relationship/Originator: Who created or brought forth the opportunity or relationship?

Snap Shot Annual Shared Revenue Totals





Local Program Testimonial: Jane Burget – Blair County



Shared Revenue Future

- Leveling Off Around \$300K per year
- Opportunity within Beaver Stadium Run
 - A new plunge in the future?
 - Corporate/Individual Giving
- Always willing to talk about ideas/opps

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Proposal Writing – Let’s have a dialogue if State can help

State Office Resources:

1. Case for Support
2. Master Sales Deck

When writing your proposal think of Special Olympics as a **WHOLE MOVEMENT**, not just a sporting event.

Four Main Challenges for Individuals with Intellectual Disabilities

1. Inclusion and Social Acceptance
2. Obesity
3. Healthcare
4. Employment

Grants - Research and Resources

The World Wide Web (www) is your most valuable tool in looking and applying for grants.

Several websites for locating Private Foundation grants are:



Fee Based Resources

www.foundationcenter.org

www.pafoundations.org (This site replaces the print version of the Directory of Pennsylvania Foundations 7th Edition)

Free Resources - These resources will require you to do a little more research in finding them.

www.taxexemptworld.com – This site gives you some free information on foundations, to get the entire profile you may choose to join.

www.porcopiofundraising.com – This company Procopio & Associates Fundraising allows you to sign up for their e-bulletin that provides different grant opportunities.

For Corporate grants:

Corporate Grants – Find the Company Website, click on Community or Corporate Giving - read and review guidelines, giving focus, contact info, how to apply

Proposal Writing for Foundations



We've been asked about doing a full session on grant writing/proposal writing.

Would a Detailed 'How to Write a Proposal Webinar' be helpful? Would it help for State to provide guidance and support like written samples?



What Exactly is a 3rd Party Event?

An event designed and run by individuals not directly affiliated with an organization to raise money on behalf of that nonprofit.

3rd Party Fundraising September 11, 2016



3rd Party Event Statistics:

- ❖ 64% of people that held a 3rd party event to benefit an organization were doing so for the first time
- ❖ Roughly 80% of these people set up a fundraising page online; and 72% of them report receiving a majority of their funds this way
- ❖ Respondents said that 76% of their donors have internet access

3rd Party Fundraising September 11, 2016



What do supporters of a 3rd Party Event look like?

- ❖ 59% of the event participants claimed it was to support the individual fundraisers efforts while only 28% support the organization's cause.
- ❖ Of 300 survey participants who hosted 3rd party events, 63% said their donors are "Somewhat Familiar" with the organization they were raising funds for, while 14% were "Very Familiar".
- ❖ 56% of participants were connected to the cause through a family member/close friend & 16% were directly affected by the cause
- ❖ 3rd party event fundraisers state that a majority of their supporters are First: "Friends & Family" and then Second: "Co-workers/Social Network."



Three Main Types of 3rd Party Fundraising:

1. Challenge Fundraising
2. Community Fundraising
3. Individual Fundraising



ROUNDTABLE DISCUSSION:

**BRAINSTORM IDEAS ON TYPES OF EVENTS
AND LOCAL PROGRAMS SHARE WHAT THEY
HAVE SUCCESSFULLY DONE**



Challenges

What will the challenges be that you face?

We are proposing that you, as a local program, actively solicit people to host 3rd party events on behalf of SOPA. That will be the challenge your program faces-where are you finding people to host these events for you?



Your “Ask”

Places to start

- ❖ Sit down and make a list of people you feel comfortable approaching to host individual fundraising events and have some ideas ready for them.
- ❖ Create a list of local business that already support your local program and see if there is any way to add to what they are already doing.



Important tip:

Keep in mind it can be a challenge to make certain that the “new” fundraising idea you are approaching a business with does not take away from an already existing pool of funds to your organization.

3rd Party Fundraising September 11, 2016



“Soft Ask”

You can also “soft ask” people to host 3rd party events by simply educating them that this opportunity even exists. It could be in the form of a letter that goes out to all of your volunteers, supporters, athletes etc. explaining that you had this really cool leadership seminar that discussed the merits of 3rd party events and ideas to raise funds.

You can tag line the bottom of all of your emails to say “Ask me about 3rd party events for SOPA” and link it to information.

You can get really creative here with spreading the word!



Challenges

What will the challenges be that the 3rd party fundraiser will face?

- ❖ Fundraising Fatigue
- ❖ Budgeting
- ❖ Registration & Tracking of Funds
- ❖ Getting the Word Out
- ❖ Image



Provide:

❖ Point of Contact

❖ Documents

- 1) Fact Sheet on the organization
- 2) Information on the Basics of Fundraising
- 3) Basics of Hosting an Event
- 4) Guidance about possible On-line tools
- 5) Approved Logos
- 6) “Ask” Cards & Letters of Support
- 7) Press Release Templates

❖ Acknowledgement

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As your 3rd party subset grows, create a Recognition Program to say thanks!

Keep in mind, there are 3 primary reasons a volunteer, participant or donor gives his/her time & talent- to belong, to feel good and to be acknowledged! A comprehensive & supportive program will be critical to help motivate and sustain your supporters.



In Closing:

Your 3rd party fundraising partners are caring, motivated, volunteering and asking for guidance. Respond with a program that educates, empowers and encourages them.



The Grab Bag

- ✓ Update on Government Funding
- ✓ United Way – Local Programs can apply for a donor choice number
- ✓ Online Giving – What is ok? What is not ok? Go Fund Me/Crowdrise?



Q & A

Open Dialogue