

INTRODUCTION TO DEVELOPMENT

Special Olympics
Pennsylvania





Have a F/R Coordinator + a Plan!

- F/R Coordinator: Responsible for developing and carrying out a fund raising plan to meet the financial needs of the local program.
- Discussion: Finding a good F/R Coordinator. Getting the management team to always be thinking about fundraising.
- As a Manager or Asst. Manager ensure you have a budget each year and a Fundraising Plan to meet it. State Office can help – Finance and Development!

Fundraising Needs Everyone's Attention

Fundraising

Fundraising is

Linking

an individual or foundation's philanthropic interests;

or,

a company's business interests

to our work: mission, values and goals!

It is all about Relationships

Special Olympics
Pennsylvania



Special Olympics: Our Image Today



How familiar would you say you are with Special Olympics?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar

77%

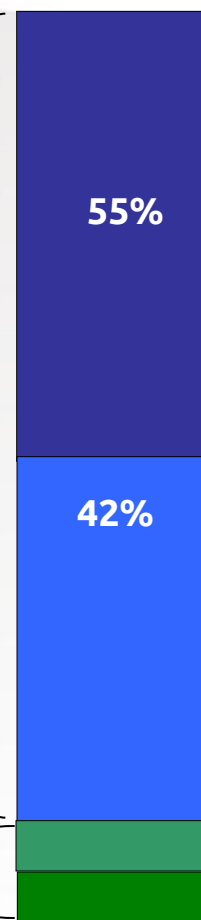


How favorable would you say you are towards Special Olympics?

- Very favorable
- Somewhat favorable
- Not very favorable
- Not at all favorable

97%

3%



Special Olympics vs. Major Brands



Familiarity and Favorability



95% Familiarity
72% Favorability

Ad budget 2006
\$635 million



90% Familiarity
88% Favorability

Ad budget 2006
\$90 million



Special Olympics

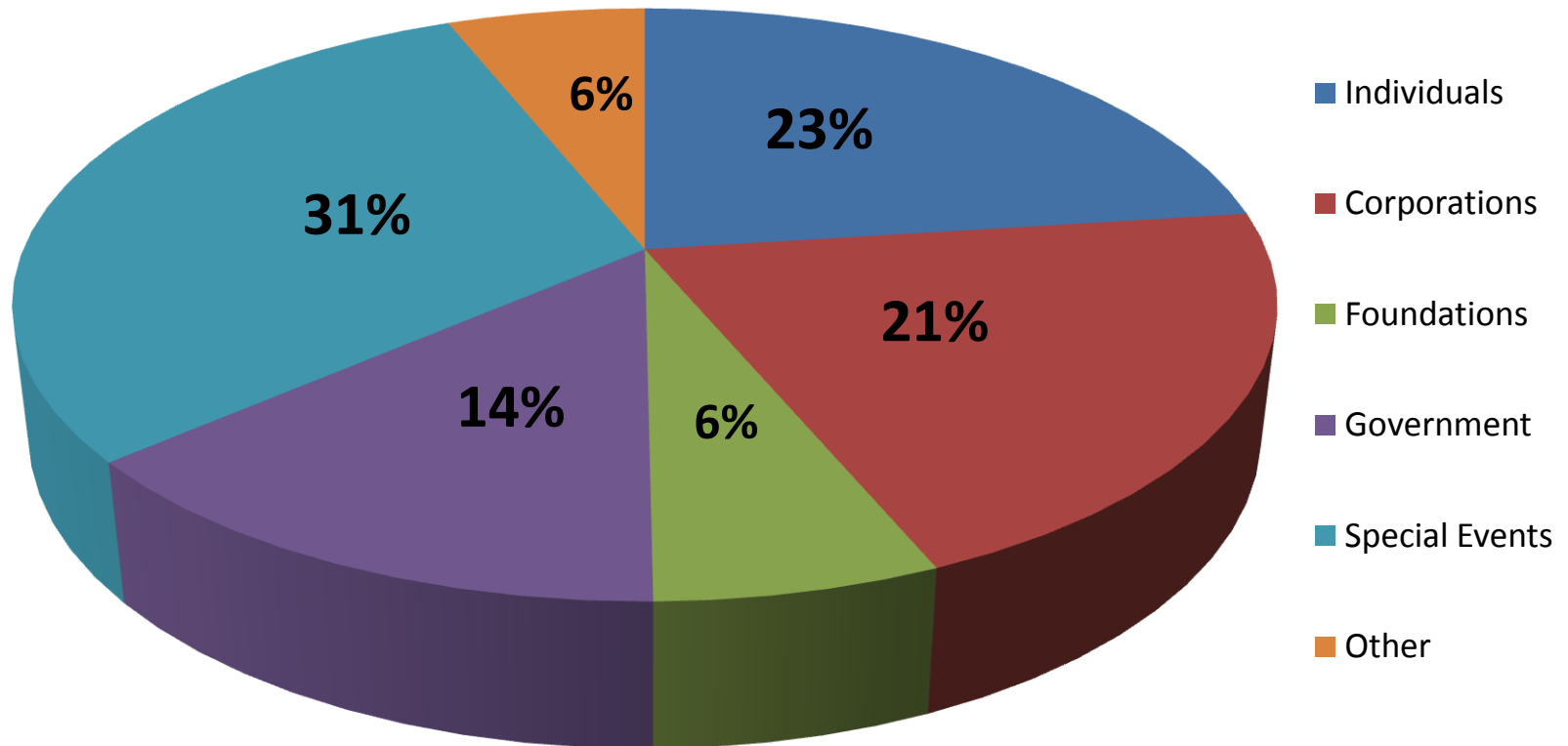
77% Familiarity
95% Favorability

Ad budget 2006
\$0

Where is our Revenue Coming From Today?

Source: Special Olympics Pennsylvania 2017 Budget

***Note: Individuals does not include gifts from individuals to special events
and corporations does not include corporate gifts to events***





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).

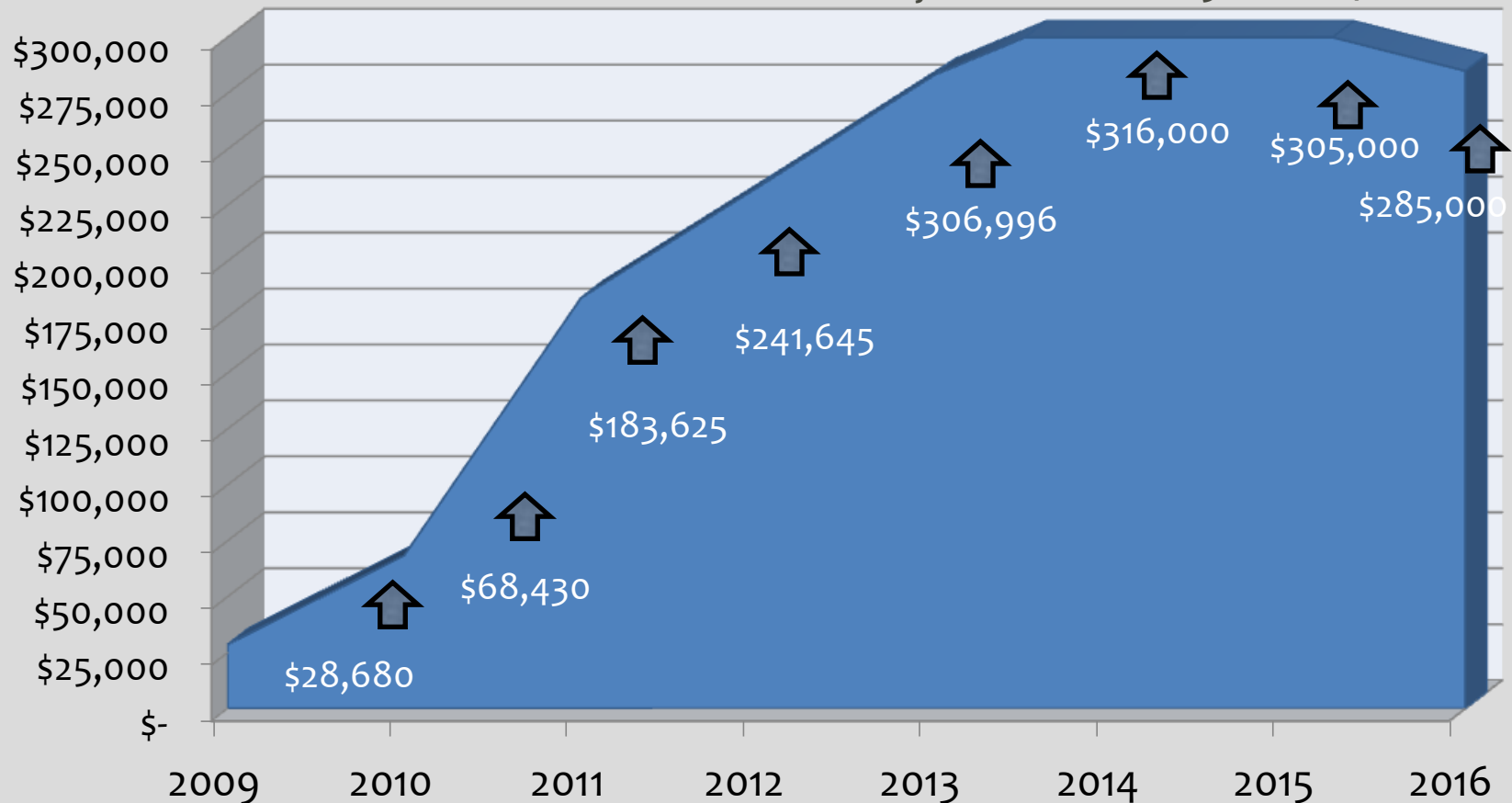
Four factors will influence splits:

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?
4. Donor's Intent:

Snap Shot Annual Shared Revenue Totals

Grand Total
\$1,735,376

*Shared revenue has increased almost forty-fold from 2009 to 2014





3rd Party Fundraisers

Another person/company/organization putting on an event on your behalf.

- **Examples: Golf Outing, Car Show.**
- **Liability with entity putting on the event.**
- **Ensure using name/logo properly – you must approve**
- **Where appropriate use a third party event agreement.**

Are there 3rd party events we should decline to be the beneficiary of?

Answer: Yes, Special Olympics does not accept proceeds from any event that the organization may deem out of line with our brand .

Examples: Beer promotion events; Extreme Wrestling

Successful local program fundraising ideas



- ✓ The \$500 WalMart Raffle - Schuylkill
- ✓ Golf Outing – Warren/Montco/Allegheny
- ✓ Tricky Tray Auction – Monroe
- ✓ Dinner and Auction - Lebanon
- ✓ Latching onto a Shared Revenue Event
- ✓ Other ideas or Thoughts?

Common Questions + Things to Know



- ✓ Online Fundraising – What can local programs do?
- ✓ Direct Mail – Can we send a letter campaign to local business?
- ✓ Endorsing a Product or Service
 - Gift from an alcohol or tobacco sponsors?
- ✓ Presenting Sponsor vs. Title Sponsor
- ✓ Thanking and Acknowledging Donations
 - Tax Requirement at \$250 and up

Let's Talk



- ✓ Current Needs
- ✓ Biggest Issues
- ✓ Struggles or Concerns
- ✓ Questions
- ✓ Ideas
- ✓ How Can the State Office Help Your Program?