Main Street
NATIONAL TRUST FOR HISTORIC PRESERVATION®

Making the Annual Fund Campaign an Annual Success

Presented by

Kathy La Plante
Program Officer
National Trust Main Street Center

Today's Webinar

Noon – Intros and 25-minute PowerPoint

12:25pm - Question and Exercise for Participants

12:30pm - Participants work off-line for 10 minutes to discuss

12:40pm - 2-3 minute reports from groups

12:55pm – Wrap up and tips for success reviewed

NATIONAL TRUST FOR HISTORIC PRESERVA

Greater Meredith Program

3 Water Street, P.O. Box 1417 • Meredith, NH 03253 • 603.279.9015 • jlf@worldpath.net

An Affiliate of the New Hampshire Main Street Center ~ Outstanding Main Street Community 2005

2007 Fundraising Strategy

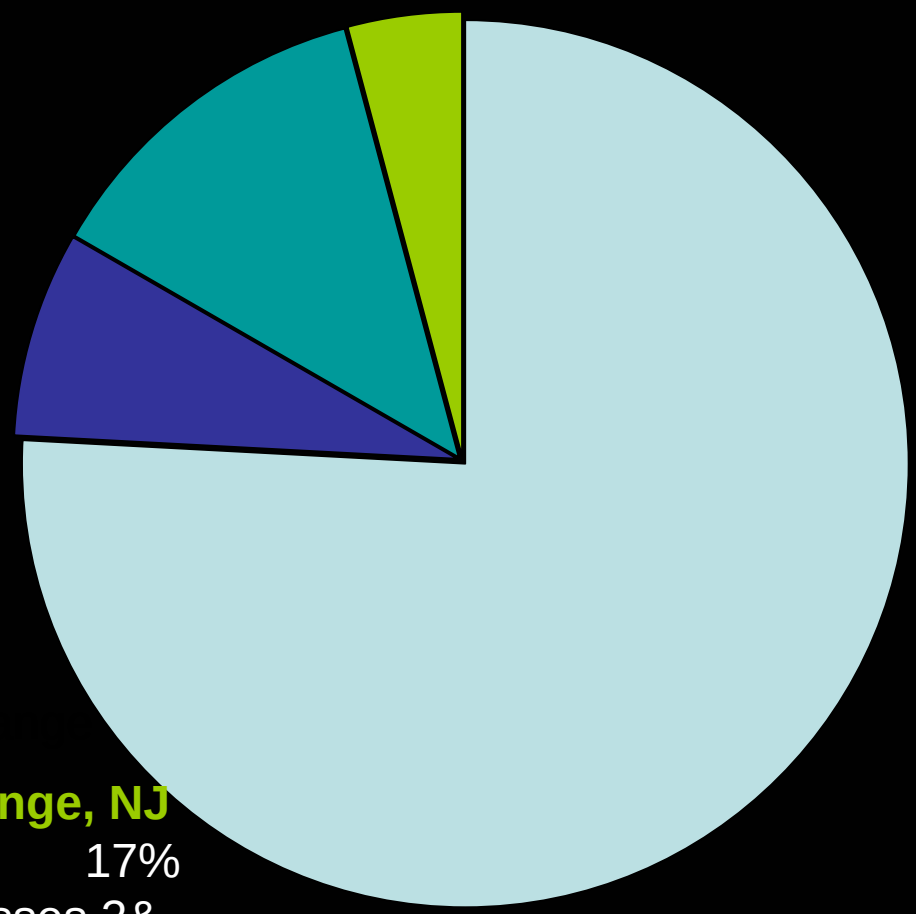
Town Contribution		**$12,500**
+ Director/Board President submits request in September 2006		
Annual Campaign		**$36,000**
Business & Corporate Contributers:	($11k)	
+ Organization Committee send out reminder letter in February		
+ Solicitation letter in May/June		
+ Followup calls by Board in June		
3-Year Pledges:	($25k)	
+ Board President and Director solicit renewal of 3-year pledges – Feb/Mar		
Meredith Village Savings Bank, $10k		
Laconia Savings Bank, $5k		
Sanders Management Consulting Group, $1k		
Meredith Harley Davidson, $1k		
Inns & Spa at Mill Falls, $8k		
Possibly add:		
NHEC ($1k)		
Common Man Family of Restaurants ($1k)		
Crosspoint Shopping Center LLC ($5k)		
Meredith Bay Village ($2k)		
Christopher P. Williams Architects ($1k)		
Vutek ($1k)		
Individual (Resident) Contributors		**$1,000**
+ Organization Committee to send out solicitation letter in May/June to residents		
Event Fundraisers		**$18,000**
Auction – July 16	$8k	
Roast – November 16	$8k	
Ice Out Auction – November – February	$2k	
Retail Sales		**$1,000**
Christmas Cards (October)	$1k	
TOTAL FUNDS		**$68,500**

THINK LOCAL BUY LOCAL BE LOCAL

Lead Investment Partners

Town of Meredith • Meredith Village Savings Bank • Inns & Spa at Mill Falls • Common Man Family of Restaurants
Laconia Savings Bank • New Hampshire Electric Co-op • Wickes Lumber Company • Christopher P. Williams Architects
Flanders Enterprises, LLC • Phu Jee Asian Cuisine • Rutter Media • Nassau Broadcasting • Meredith Bay Village

Main Street is not your Typical Nonprofit, or is it? Where the Money is nationally….



- Individuals
- Bequests
- Foundations
- Corporations

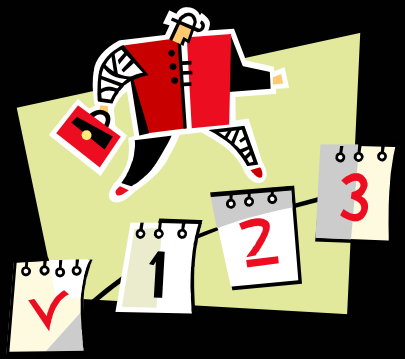
South Orange, NJ
Residents 17%
DT Businesses 2&

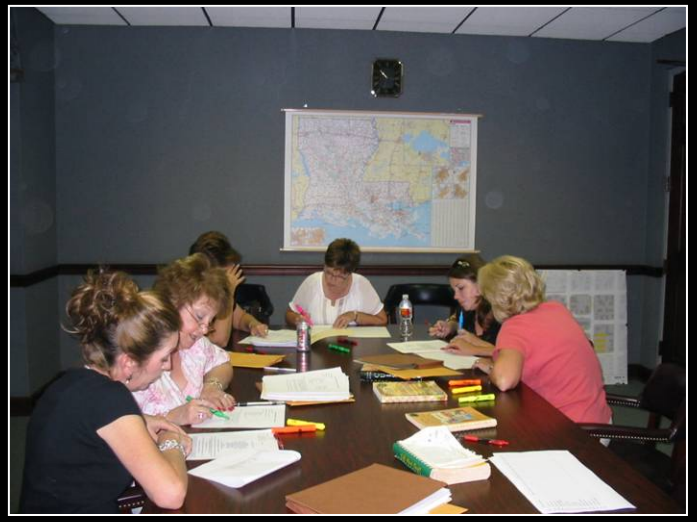
Starting the Annual Campaign

- **Assign a Campaign Chair**
  - Organization Chair
  - Past Board Chair
  - Local Celebrity/Wealth
- **Ask every board member to make a personal contribution**
- **Set a Fundraising Goal**
- **Identify potential supporters, investors, members**
- **Figure split among categories**
- **Establish the timeline – ideally 4-6 weeks**
- **Assign Board Member teams**

Annual Campaign Steps Continued

- Prepare support materials
- Assign Askers and Train
- Get two or three (board members or investors) to pledge significant gifts/challenge others
- Publicity and Kickoff
- Contact and Ask
- Thank and Celebrate
- Record, remind, renew
- Maintain database





Training Your Board for Fundraising

Help your Board Members feel comfortable making the ask

Talk about fundraising – ask each of them to relate a positive and negative experience with fundraising.

- Make a list to help you learn to avoid negative experiences, and you can remember how the positive experiences unfolded. *Best of Board Café*
- Provide material
- Assure them they don't need to be able to answer every question a funder might have
- Role play, run through an ask

The Annual Campaign Letter

- Use your good letterhead, color
- Personalized address
- Signature of the board president or fundraising chair
- Projects/goals
- Why they should support Main Street
- Contact information
- Self addressed envelope

connecting people with nature
BEAVER CREEK RESERVE
Foundation

November 6, 2009

Kathy LaPlante
408 Grandview Rd
Pembroke NH 03275

Dear Kathy,

The Beaver Creek Reserve Endowment helps ensure the sustainability of the Reserve for future generations and provides substantial support for the Friends of Beaver Creek Reserve. This past year the Friends of Beaver Creek Reserve took over daily operations of the Reserve from the County. The transition has been seamless, and the Reserve continues to provide the same great service and high quality programs as it has in the past.

A big part of that success can be attributed to the support our Endowment provides. For example, with school budgets being cut and field trips being cancelled, the Foundation committed scholarship funds to help defray the cost for schools to visit the Reserve. Over 30 schools throughout west central Wisconsin received scholarships this year, including all third and fifth grade classes in Eau Claire. This program would not have been possible without the support of contributions to the Endowment. We are blessed with supporters who are very aware of the challenges facing society and who believe the Reserve can and does meet a need and make a difference.

We now call upon you to help the Reserve continue its work for generations to come. Please consider Beaver Creek Reserve and its programs in your year-end giving and estate planning. Beaver Creek Reserve is a 501(c)(3) non-profit organization. Your support is tax deductible as allowed by law.

A donation envelope and brochure are enclosed for your convenience. Please do not hesitate to contact Executive Director Rick Koziel (rick@beavercreekreserve.org or 715-877-2212) at the Reserve if you have questions.

Thank you for your support and investment in Beaver Creek Reserve.

Sincerely,

Gregg Moore

Gregg Moore
Beaver Creek Reserve Foundation Chair

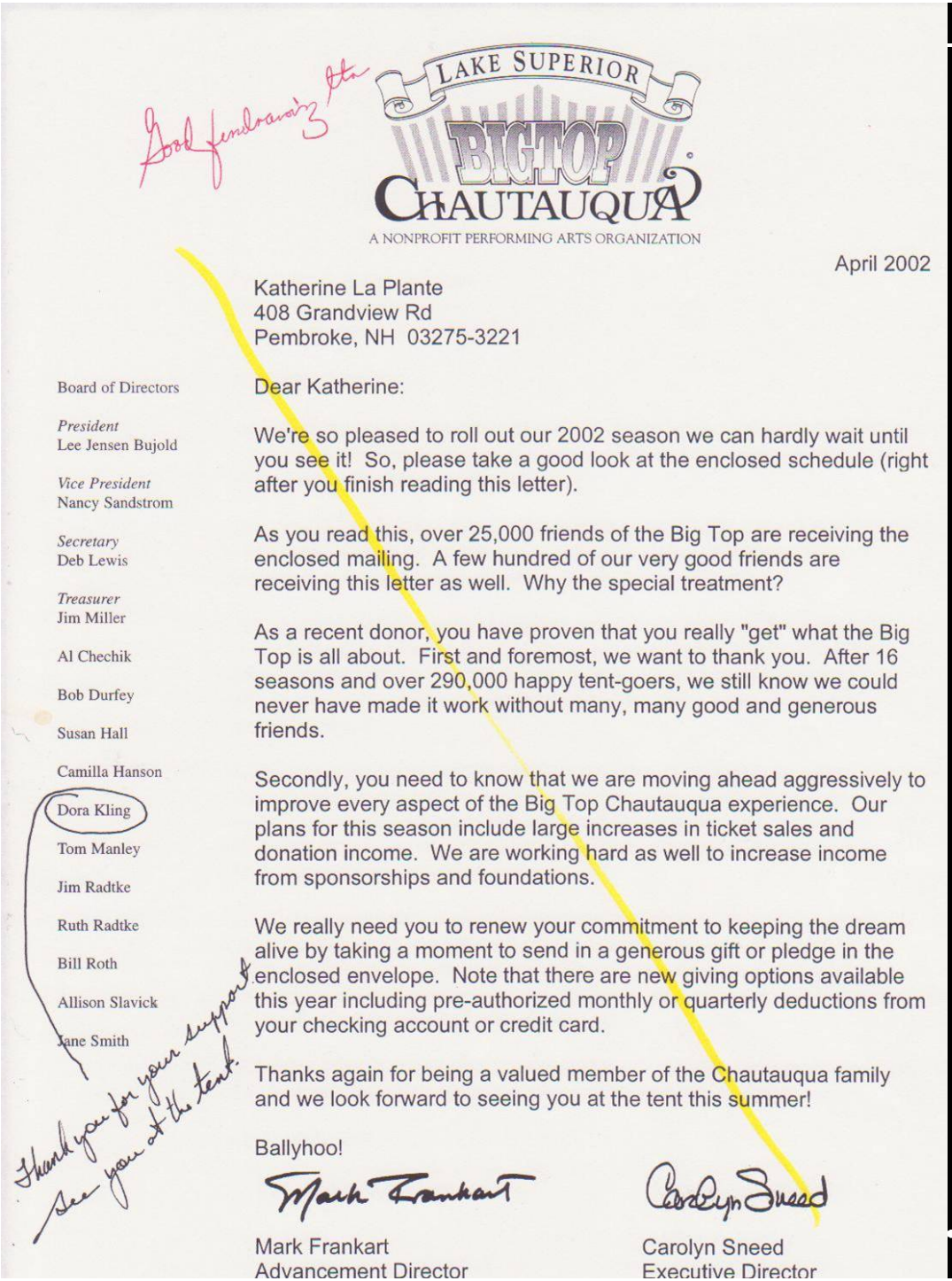
2009-2010 Friends of Beaver Creek Reserve Foundation

Bill Bean	Patricia Henke	William P. Olson
Jill Barland	Dr. William Heth	Bob Schmidt
Craig W. Carlson	Tom McCarty	Rick Swenson
Jeff Guettinger	Gregg Moore	Dr. Martin Voss
Pam Haller	Dr. Bert Moritz	Bruce Willett

Youth Camp · Wise Nature Center · Hobbs Observatory · Butterfly House · Foundation · Citizen Science Center · Henke Fa

EAU CLAIRE COUNTY

51 County Road K · Fall Creek, WI 54742 · Phone/Fax 715-877-2212 · beavercreekreserve.org



Good fundraiser 3 times

LAKE SUPERIOR BIG TOP CHAUTAUQUA

A NONPROFIT PERFORMING ARTS ORGANIZATION

April 2002

Katherine La Plante
408 Grandview Rd
Pembroke, NH 03275-3221

Board of Directors

President
Lee Jensen Bujold

Vice President
Nancy Sandstrom

Secretary
Deb Lewis

Treasurer
Jim Miller

Al Chechik

Bob Durfey

Susan Hall

Camilla Hanson

Dora Kling

Tom Manley

Jim Radtke

Ruth Radtke

Bill Roth

Allison Slavick

Jane Smith

Dear Katherine:

We're so pleased to roll out our 2002 season we can hardly wait until you see it! So, please take a good look at the enclosed schedule (right after you finish reading this letter).

As you read this, over 25,000 friends of the Big Top are receiving the enclosed mailing. A few hundred of our very good friends are receiving this letter as well. Why the special treatment?

As a recent donor, you have proven that you really "get" what the Big Top is all about. First and foremost, we want to thank you. After 16 seasons and over 290,000 happy tent-goers, we still know we could never have made it work without many, many good and generous friends.

Secondly, you need to know that we are moving ahead aggressively to improve every aspect of the Big Top Chautauqua experience. Our plans for this season include large increases in ticket sales and donation income. We are working hard as well to increase income from sponsorships and foundations.

We really need you to renew your commitment to keeping the dream alive by taking a moment to send in a generous gift or pledge in the enclosed envelope. Note that there are new giving options available this year including pre-authorized monthly or quarterly deductions from your checking account or credit card.

Thanks again for being a valued member of the Chautauqua family and we look forward to seeing you at the tent this summer!

Ballyhoo!

Mark Frankart
Advancement Director

Carolyn Sneed
Executive Director

Thank you for your support
See you at the tent.

Personalize It

- Board Members should add hand-written notes
- Acknowledge past giving
- Challenge a peer
- Comment on their involvement downtown
- Write appropriate letters renewing/new supporters

Dear _____

Have you ever wondered what any one person can do to help heal the global economy? Hint: think locally.

Main Street South Orange has been working tirelessly this past year to protect our downtown from Northern New Jersey's rising retail vacancy rate, which recently topped 8%. And we've had much success thanks to the support of community-minded people like you.

Your past contribution to MSSO allowed us to redouble our efforts in searching out new business prospects, assisting prospective retailers with municipal procedures, offering grants for façade improvements and consulting with existing businesses on best practices.

All are vital services targeted at keeping our business district strong and fully occupied. This year, we've welcomed: South Orange Pharmacy, The UPS Store, Designer Loft West, Village Trattoria, Little Cuba, NY Fried Chicken, Stony's, and Aristocrats Then & Now.

When it rains, it pours. Mother Nature served up plenty of cold, windy and rainy weather during our events calendar this year. But our crack team of volunteers persevered with both new and established events targeted at drawing community into the downtown to keep those dollars local:

- Holiday Open House
- Halloween Festival
- Farmers Market
- South Orange Staycation Concerts
- Celebrate South Orange
- Lunchtime Concert Series
- Rahway River Clean-Up

South Orange Letter Continued

Take this town and love it! We can't just sit back and hope for sunnier weather. Our neighboring towns have larger commercial tax bases than South Orange and are able to leverage that into support for downtown improvements and other services. In South Orange, we are called upon to recognize that we all actively must help our town thrive. Remember, a vibrant downtown directly contributes to strong property values.

Your contribution of $$__ last year, helped pay for eight business breakfast and printing of our sell sheet for realtors. While we know these are challenging times, please consider increasing your commitment to **building commerce and community in our downtown.** We pledge to leverage every dollar you contribute by continuously recruiting talented volunteers to help our downtown thrive.

Sincerely
Ms. Board President

P.S. Remember, think locally; give generously to support Main Street South Orange.

Develop Your Materials

Why Should I Join? Choose Your Level:

100% of all membership dollars will directly support the continuation and expansion of the Downtown Jamestown Development Corporation and its initiatives.

Pinnacle	$5,000	Diamond benefits plus, organization listed as a sponsor for all DJDC events and VIP Attention
Diamond	$2,500	Gold benefits plus, organization listed as a sponsor for 5 DJDC events
Gold	$1,000	Silver benefits plus, 4 event tickets and organization listed as a sponsor for 3 DJDC events
Silver	$500	Bronze benefits, plus 2" x 3" advertisement in one quarterly newsletter
Bronze	$250	Donor benefits, plus customized page on DJDC website
Donor	$100	Investor benefits, plus co-operative advertising opportunities
Investor	$75	General membership & certificate, DJDC newsletter subscription, member decal
Family	$50	General membership & certificate, DJDC newsletter subscription, member decal
Individual	$30	General membership & certificate, DJDC newsletter subscription, member decal
Senior/Student	$20	General membership & certificate, DJDC newsletter subscription, member decal

2008 membership dues at work.

All membership benefits are valid from January 1, 2009 to December 31, 2009. For more information, call the Downtown Jamestown Development Corporation at 716.664.2477.

www.discoverjamestown.com

Yes, I want to join the Downtown Jamestown Development Corporation 2009 Membership Program!

Level: _____

Business: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

I/We would like to sponsor these events:

Pinnacle Level - *All Events*
Diamond Level - *5 Events*
Gold Level - *3 Events*

__ St. Patrick's Day Celebration
__ Hands on Jamestown
__ Thunder in the Streets
__ Taste of Jamestown
__ Downtown Cruisin'
__ Downtown Sidewalk Sales
__ Christmas Parade & Holiday Celebration

MAIN STREET
SOUTH ORANGE

Main Street needs your support to continue our work. Please consider contributing toward Main Street. Choose an amount with which you are comfortable.

And if you are a member now, it is time to renew your annual membership!

All contributions are tax deductible.

_____ $125 Revitalizer
_____ $ 80 Patron
_____ $ 60 Member
_____ Other $ _____

Name _____

Address _____

_____

Telephone (H) _____

Telephone (W) _____

Make checks payable to:
Main Street South Orange, Inc.
P.O. Box 607
South Orange, NJ 07079
(973) 763-6899

Please volunteer. Turn this card over to see what would be right for you.

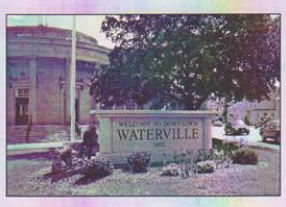
Information Needed by Contributors

Budget, List of Accomplishments, Current Work Plans

Waterville Main Street
Summary of Activities & Accomplishments

Design Committee

- 2005 & 2006 Façade Improvement Grant Programs
- Downtown Design Guidelines & Assistance
- Welcome to Downtown Waterville gateway signage
- Wayfinding Signage (I-95 to Downtown)
- 105 New Streetlights
- Sidewalk Repair Grant
- Flower Box Program
- Holiday Wreath & Garland Program
- Volunteer Planting & Clean-up Days
- Silver Street Outdoor Dining Area
- Weekly Downtown Clean-up Crew
- Professional Landscaping Contract
- Downtown Waterville Historic Walking Tour



Promotion Committee

- Year-Round Calendar of Events
  - Seize the Mic Karaoke Contest, March-April
  - Downtown Waterville Farmers' Market, May-October; Winter Market, November-April
  - Main Street Madness 3-on3 Basketball Tournament, June
  - Waterville Intown Arts Fest, July
  - Summer Sidewalk Sales, August
  - The Hill 'n the 'Ville, September
  - Harvest Fest, October
  - Passion for Fashion Gala, October
  - Brighter Holiday Auction, October
  - Parade of Lights, November
  - Kringleville, November-December
- Alive After 5 Program
- Cooperative Advertising
- Enjoy Downtown Waterville Map & Guide
- Downtown Live! Entertainment Series
- *What's Up in Downtown* E-Newsletter

Economic Restructuring

- Consumer and Business Surveys
- Guide to Doing Business in Waterville
- Business Retention Team
- Downtown Business of the Year Program
- Business Training
- Star Parking
- Downtown Fuel Oil Co-op
- Business Recruitment Packages

Organization

- Over 100 volunteers
- Downtown Partners Program, 80+ Partners contributing
- Downtown Tax Increment Finance District
- Grant Identification/Application
- Maine Downtown Center Conference Host City – 2006
- Expanded Staff Capacity – Hiring of Promotion Coordinator
- WMSt Newsletter (3x per year)
- Website: www.watervillemainstreet.org

Grant Funding for Downtown Projects

Façade Grant Program (CDBG):	$100,000
Sidewalk Repair (CDBG):	$150,000
Business Training (DECD Maine Micro-Enterprise):	$ 34,500
Business BootCamp (Maine Community Foundation):	$ 7,100
Gateway Signage (DOT):	$ 9,850
Wayfinding Signage (DOT):	$ 7,800
Freshwater Arts (Private foundations, ME Arts Commission):	$ 61,300
Lebanese Heritage Mural (Maine Humanities Council):	$ 1,000
Total Grant Funding	**$371,550**

Community Arts

- Downtown Waterville Lebanese Heritage Mural
- Freshwater Arts, Year Round Arts Education
- Downtown Art Walks
- Founding Member, Waterville Arts Council

Maine Downtown Achievement Awards (statewide, competitive awards for downtown revitalization activities)

- 2007 Outstanding Main Street Maine Community!
- 2007 Outstanding Image Campaign: What's Up in Downtown E-Newsletter
- 2007 Community Spirit Award: Lebanese Heritage Mural
- 2006 Outstanding Promotional Event: Main Street Madness
- 2006 Public/Private Partnership: Silver Street Outdoor Dining Area
- 2005 Downtown Leadership Award: Ave Vinick
- 2005 Outstanding Building Rehabilitation Project: Jill & Al Hodsdon
- 2004 Downtown Leadership Award: George Gordon

Tips for Success

Donna Harris, Main Street News, April 2009

1. Accept credit cards
2. Offer multiple renewal options
3. Review your rate structure, create new ones
4. Ask about employer matching gifts
5. Ask partners to upgrade at renewal time
6. Start a monthly or quarterly donor program
7. Ask for donations more than once a year

№ 253 AUGUST 2008

MainStreet News

THE MONTHLY JOURNAL of THE NATIONAL TRUST MAIN STREET CENTER

MAKE MORE MONEY FROM MEMBERS: 7 EASY WAYS TO BOOST REVENUE

BY: DONNA ANN HARRIS

Most Main Street organizations develop membership programs as they start their revitalization efforts. But as Main Street organizations mature, the membership list should become an increasingly important and growing source of revenue for your organization. Whether you call the people who provide annual dues members, investors, contributors, or donors, this article will review a variety of easy ways to increase the sums you raise from existing members. This article is not meant as a primer on starting a membership program; rather it is designed for organizations that already have a program and want to exploit their member list to its fullest potential. *continued on page 2*

in this issue

9. Heritage Retailing: Successful Strategies
In the second of our series on Heritage Retailing, we examine success stories ranging from the Artists-in-Residence program in Spartanburg, S.C. to the Silver Hand Branding Program, which promotes Alaska Native handicrafts, and Handmade in America, which has enhanced opportunities for craftspeople in western North Carolina.

14. Network Notes
Find out how you can help flood-ravaged Main Street communities in Iowa, Missouri, and Wisconsin rebuild through the National Trust's online secure donation pages at PreservationNation.org. Check out Band of Neighbors, an innovative crime prevention system, which was recently launched in Tulare, Calif.; and welcome five new communities to Main Street Maryland.

16. Main Street Basic Training
If you're new to the Main Street process, get the training and information you need October 14-17, 2008, at our four-day basic training session in Washington, D.C.

NATIONAL TRUST FOR HISTORIC PRESERVATION

Give today to the Heart of Biddeford

Individuals can be asked to give more than once a year

Happy Thanksgiving from Heart of Biddeford

Dear Kathy, We here at HoB are hoping that you and your family have a lovely Thanksgiving!

We're also hoping that you are thankful for how much progress we have made downtown over the past 4 years! We are starting our annual fund raising drive and are hoping that you will support the Heart of Biddeford through the next year so that we can help bring:

-MORE new businesses to Main Street
-do MORE events downtown
-do MORE projects to beautify the downtown area
-do MORE to put Biddeford on the map
-and, do MORE to make Biddeford an even better place to live, work, and shop!

Please help us get off to a good start by donating online. CLICK HERE!

*A donation of ANY size is greatly appreciated!

Think Outside the No.10 Envelope

- Creative Postcards and insert mailings get attention
- Using Social Media to reach supporters
- Portable Proposal – memory stick with your logo and include and into file about your Main Street program
- Discount card or coupon (free cup of coffee) – small tokens of immediate thanks
- Help us Grow! Seed packets or even postcards that can be planted

Seed packets sent by United Way

What to say to a donor you've run into

Best of Board Cafe

1. Thank the donor. "Glad to meet you. I wanted to thank you for your support. It means a lot to us."
2. Introduce Yourself. "I'm a board member. I got involved because I think this cause is so important."
3. Ask why he or she gives? "I'd like to ask a question…What is it about our organization that made you decide to support us?"
4. Ask for Advice. "If there were one thing you wish we'd change about our organization, what would it be?"

Supporters, Partners, Investors, or Members

What Do They Get?

- Premiums (coffee mug, T-shirt, etc.)
- Discounts (Main Street merchandise)
- Name in bold or with more information (in business directories, etc.)
- Newsletter/Weekly E-News
- News Releases
- A better commercial district!

Biggest Complaint from Donors

No Communication With Them!

Be sure to:

- Invite them to annual meeting
- Send them an annual report
- Invite them to a special event (but don't invite a $5,000 donor to a $50 event)
- Send thank you notes
- Acknowledge supporters at event – verbally and with banners
- Get your board to be intentional with them
- Invite them to a special donors reception and/or tour of the downtown

Remember to Friend-Raise before you Fundraise

Assignment

A systemic problem that stops organizations from successful fundraising is they are unable to state the obvious - ***What difference do we make?***

Brainstorm five reasons why someone (businesses or residents) should support your downtown efforts?

- Please mute your phone and work together to develop your answer
- You have 10 minutes
- Select someone to give a 2-3 minute report beginning at 12:40

In Summary

- Fundraising is energy-intensive, not fund intensive
- Set a time limit – don't let the campaign drag on forever
- Spend time talking to people, not preparing expensive written materials
- Don't wait until the last minute to fund raise when it will seem that you are begging
- Make the annual campaign a priority on the board's work plan

Good Luck With Your Fundraising Efforts!

Kathy La Plante, Program Officer
National Trust Main Street Center
202-297-2893
Kathy_LaPlante@nthp.org
www.mainstreet.org

Thanks Virginia Main Street!