

The Main Street Approach® to
Commercial District Revitalization
**ORGANIZATION COMMITTEE
ESSENTIALS**

Kathy La Plante,
Sr. Program Officer
National Trust Main Street
Center

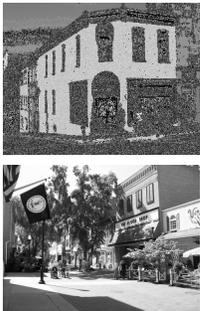


What is Main Street?



- **Methodology** used to revitalize older, traditional business districts
 - Now with >2000 programs
- **Underlying premise:** encourage economic development within the context of historic preservation
- **Advocates** a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets:
 - distinctive architecture
 - a pedestrian-friendly environment
 - personal service
 - local ownership
 - a sense of community

A vibrant Downtown is...



- A major employer & economic stimulator
- A strong base for independent business
- A source of increased value of surrounding neighborhoods
- The heart & center of community activity – arts, culture, events, government, churches, financial institutions, etc.
- a symbol & representation of a community's quality of life, history, identity, pride, and sense of place
- a tourist attraction

Necessary Ingredients for an Effective Commercial Revitalization Program



- Broad-based public and private support
- Strong Organizational Structure
- Sustainable programming

Building Consensus... ... Identifying the value / benefits

For Property Owners

- from increased property value, to stability, to assistance, etc.

For Business Owners – retail, service

- from increased sales, to educational & marketing support, etc.

For local & county government

- from increased tax base, to healthy economy, etc.

For every one in the community

- Residents - from sense of place, to quality of life, etc.
- Consumers – from enhanced marketplace, to service, etc.
- Preservationists – maintaining character & value in preserving




Downtown & Commercial District Revitalization

From promoting to selling...



Whether you are getting locals and visitors to come to Downtown to enjoy or participate in an event, or encouraging residents to shop at downtown stores...

Downtown & Commercial District Revitalization

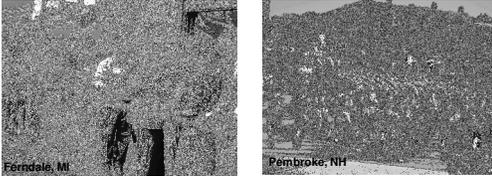
From educating to improving...



Whether you are guiding a school class in an architectural tour, working with the City on streetscape, or helping a property owner improve their building's façade...

Downtown & Commercial District Revitalization

From forming partnerships to building leaders...



Whether you are recruiting a corporation to sponsor your activities or engaging a volunteer in leading the efforts...

Downtown & Commercial District Revitalization

Every thing you do helps!



Your main objective is to build a sense of ownership in Downtown from each member of the community with a commitment to revitalize it and sustain it as a vital part of their identity – past, present, and future.

Main Street Program Operations

How the organization functions...

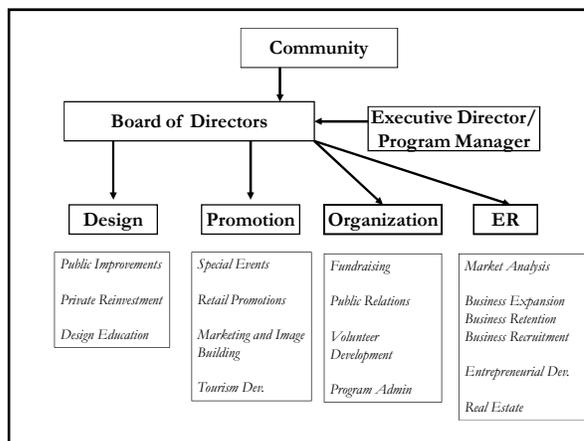
- 1. Day-to-day Operations:** Office & activities
- 2. Leadership Structure:** Board, Committees, staff
- 3. Communication Lines:** staff, volunteers, stakeholders, partners



Main Street Programming

What we do / what we offer = Value

- 1. Planned Initiatives & Activities – per focus/point – benefit, direct**
 - Organization
 - Design
 - ER
 - Promotion
 - Other
- 2. Unplanned Activities – accidental work**
- 3. Strategic Planning – focused on the vision and needs**

What We Offer: Tangibles & Intangibles Our Programming Value

| Organization | Promotion | Economic "Re" | Design |
|--------------|-----------|---------------|--------|
|--------------|-----------|---------------|--------|

- Brings community together
- Builds sense of ownership
- Offers dedicated & unified focus for downtown
- Fosters public & private sector investment

What We Offer: Tangibles & Intangibles Our Programming Value

| Organization | Promotion | Economic "Re" | Design |
|--------------|-----------|---------------|--------|
|--------------|-----------|---------------|--------|

- Defines community identity
- Position: Center of community activity
- Fosters positive image
- Promotes Downtown products, Services

What We Offer: Tangibles & Intangibles Our Programming Value

| Organization | Promotion | Economic "Re" | Design |
|--------------|-----------|---------------|--------|
|--------------|-----------|---------------|--------|

- Strengthening economic base
- Focus on bus retention & recruitment
- Define appropriate use of space

What We Offer: Tangibles & Intangibles Our Programming Value

| Organization | Promotion | Economic "Re" | Design |
|--------------|-----------|---------------|--------|
|--------------|-----------|---------------|--------|

- Promotes physical enhancements - public spaces, buildings
- Fosters value of historic character & architecture - preservation ethics

Main Street Board

Who Should Be Leading Your Main Street Organization?

BOARD MEMBERS BRING:

- ✓ Broad-based representation
- ✓ Commitment of time & effort
 - W's - worker, wisdom, wealth
- ✓ A *working* board
- ✓ Usually 9-13 members

BOARD OFFICERS:

- President / Chairperson
- Vice President / Vice Chair
- Secretary
- Treasurer
- Members at Large

Main Street Board

Roles & Responsibilities

- ✓ Legally responsible for the Organization
 - Policy makers - articles of incorporation, bylaws, licenses
 - ◆ determine & maintain purposes, governing principles, functions, activities, etc.
- ✓ Fiscally responsible for the Organization's sustainability
 - Annual budget, insurance, fed/state reports, audits, etc.
 - Ensuring public & private sector commitment to the program
- ✓ Planning / Program Direction
 - Work plan approval / Advocacy
 - staff management / successions & Transitions
 - Active in implementation - working board

Main Street Board

Who needs to be a Board Member?

- Passion for community
- Shares the vision – ownership
- Understand the MS Approach
- Genuine Interest – representation
- Strong ethics - not own agendas
- Willing to work... willing to learn
- For the long term - commitment

How Many Hats?

- 1st - board member.
- 2nd - board officer
 - committee chair / mentoring
 - Project leader / member



... The Few... The Proud!

The Role of Executive Director

Program Director

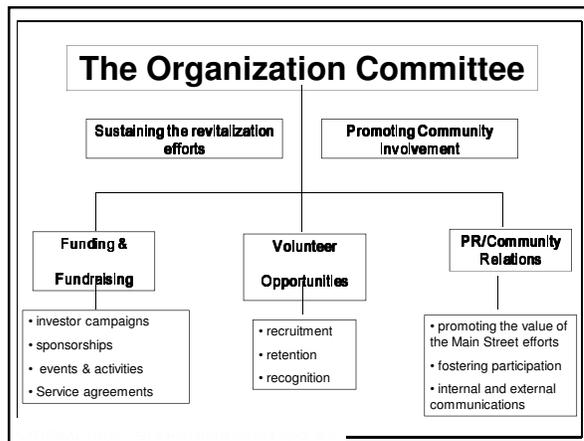
- Administrative – Day-to-Day Operations
 - Responds to the Board
 - Supervision by Board President
- Public relations – authorized spokesperson
 - Voices approved board position
- Work plan coordination – development & implementation
 - Resource to board & committees
 - Monitoring & evaluation
- Volunteer management – the motivator
 - Fosters the 3-R's: retention, recruitment, recognition



The Organization Committee

- Typical Areas of Responsibility
 - **Promoting the Program**
 - Media, Presentations, Materials
 - **Fund Raising**
 - General operating expenses, special projects
 - **Volunteer Development**
 - recruitment, training, recognition
 - **Partnership Building**
 - **Administration**





What can communities like yours expect to achieve?

- In the area of Organization?
 - Better volunteer support
 - Better communication
 - More efficient meetings
 - Access to resources and ideas (M.S. Network)
 - Increased volunteer involvement
 - Institutional memory
 - More stable funding



Who Serves on the Organization Committee?

| | |
|--|--|
| <p>Communicators</p> <ul style="list-style-type: none"> •Salespeople •Media Representatives •People w/Communication Skills; writers •Teachers | <p>Money Managers</p> <ul style="list-style-type: none"> •Accountants •Bankers •Financial Investors •Business/Property Owners •Individuals with fund-raising or grant-writing experience |
| <p>Organizers</p> <ul style="list-style-type: none"> •Managers •Librarians •Perfectionists •Attorneys | <p>Givers of Time and Money</p> <ul style="list-style-type: none"> •Reps from other civic organizations •Residents/Newcomers •Seniors •Students |

Engaging the community...



- Business & property owners
- Residents / consumers
- Government (local, county, state)
- Civic organizations / Social service agencies
- Preservationists / Professionals
- Economic/community development corp.
- Financial institutions / utilities
- Schools / Religious institutions
- Regional planners
- Media
- Everyone!

- **The Leaders**
- **The workers**
- **The Investors**
- **The Beneficiaries!**



General Committee Roles



- Meeting regularly
- Developing work plans
- Implementing projects
- Reporting to the board
- Record keeping

Committee Chairs -

- Understands the MS Approach
- Enjoys leading and managing people
- Able to facilitate discussion well
- Has good organizational skills
- Is positive, communicates well
- Respects others' views and talents
- Prefers group decision
- Involves everyone

Committee Members -

- Understands the MS Approach
- Commits – project, timeline
- Takes responsibility & follows through
- Attends training sessions
- Recruits & orients new members
- Represents the organization positively

Downtown & Commercial District Revitalization

Building Community's Sense of Ownership & Support through Effective Communication & Marketing Strategies



Defining our Message

- ❖ To our community
- ❖ To our downtown / district
- ❖ To our volunteers
- ❖ To our members
- ❖ To our partners
- ❖ To our visitors



Share the Vision

for an exciting, dynamic and vibrant Downtown Elgin. A place to *live*. A place to *work*. A place to *enjoy*.



Attracting Visitors through extensive visual promotional materials from Fourth of July Parade, Antique Show, Fall, Winter Market, Winter Wonderland and many more. Special design services and signage planning.

Preserving Our Historic Character and enhancing our downtown's appearance through landscaping and preservation opportunities. DCA actively recruits new businesses and provides vital support to older businesses.

Helping Businesses Succeed through consulting and promotional opportunities. DCA actively recruits new businesses and provides vital support to older businesses.

Building Partnerships – support the quality of downtown Elgin, and encouraging investment and expansion to support its revitalized success.

Downtown Neighborhood Association of Elgin
A volunteer-driven coalition supporting the success of the heart of Elgin.

- Organization Committee "sells" the MS philosophy
- Describes the Dream and the Results
- Establishes A Corporate Identity

Promoting Revitalization & Fostering Involvement through Printed Materials

- Newsletters
- Annual Reports
- Fliers & brochures
- Partnership with other Organizations



Defining the MS organization's identity - Logos

Differentiating from Other partners

Public Relations -- Outreach

This is a good all-purpose brochure that can be adapted for many uses.

One suggestion: Add people. Faces and names.

Public Relations -- Outreach

These are great tag lines that sum up what you do in moving and professional way.

They should be printed on everything that this program does.

Promoting the organization's efforts

Newsletters & Brochures – Hard Copy and Electronically

Social Media

Welcome to the Capital City Legislative Reception

- Washington State Main Street communities save the statewide coordinating program with Facebook campaign.

Email Blasts

Quick Links

Upcoming Special Events

Chocolate Crawl this Weekend

Upcoming Downtown Leo's Summit Events

Chocolate Crawl Feb 6, 10 am - 5 pm

Spring Open House March 5-7

Emerald Isle St. Patrick's Day Parade March 13 1:00 pm

Presenting Your Story

Linking to Facebook and Businesses

Other P.R. Outlets

- Other organizations' media
- Employee publications
- Newspaper inserts
- Bulletin boards
- Displays/Placards
- Grocery bag inserts
- Inserts in utility bills, bank statements
- Direct Mail

Working with the Media to promote revitalization

- Television
- Radio
- Newspaper
- Regional Magazines
- Other organizations
- Press releases
- Meetings & Events
- Pride campaigns
- Special partnerships

Working with the Media

Fewer reporters , so help them out!!

- there are fewer reporters who have the luxury of doing detailed, in-depth stories.
- Many times, the reporter doing a story is not familiar with the subject, which provides you with a golden opportunity to fill the information void.

Become familiar with your local media structure and demographics.

- Find out who assigns reporters locally and who is the reporter assigned to your area or who is likely to cover downtown news.
- Who are their readers? How old are they? How good are the ratings?
- What Do Reporters Want? Ask! Ask! Ask! Schedule a time to meet and become familiar with his writing preferences.

Build a good relationship. One of the keys to success with the media is to understand that you can be an ongoing resource for reporters. Your job is to build relationships with them, not just pitch stories every now and then.

Checklist for Press Kits Colorado Nonprofit Association

It is not necessary to send a press kit every time you have information to share. A press kit is a useful tool for introducing your organization to a member of the media. It can also be helpful if you are announcing a major project or event. Keep in mind that reporters are inundated with information about potential stories. If you send them too much information, they may not have time to read it.

| | |
|---|---|
| <input type="checkbox"/> Cover memo or press release with contact name and phone number | <input type="checkbox"/> Charts, visuals or photographs |
| <input type="checkbox"/> Fact sheets on the issue | <input type="checkbox"/> Background biography on spokesperson |
| <input type="checkbox"/> History of the issue | <input type="checkbox"/> Annual report |
| <input type="checkbox"/> Quotes or comments by experts | <input type="checkbox"/> Typed copies of speeches or public testimony |
| <input type="checkbox"/> Selected press clippings | <input type="checkbox"/> Standard one-page description of your organization |
| <input type="checkbox"/> State- by state or city- by city analysis | |
| <input type="checkbox"/> Speeches or statements on the issue | |

| | |
|--------------------|-------------------|
| Date kit was sent: | Reporter sent to: |
| | |
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Press Release Message

How to Establish Your Message (Sample)
You can use this grid to help craft your messages.

| | |
|--|--|
| 1. Who | The Colorado Nonprofit Association is a statewide nonprofit membership organization dedicated to making Colorado a better place for people to live by fostering an environment that supports nonprofits. |
| 2. What is your news? | State Representative Mark Larson will join the Colorado Nonprofit Association to present a Town Hall discussion about Referenda C & D to local nonprofit leaders. |
| 3. If an event, when will it occur? | June 28, 2010; 12:00 pm-3:00 pm |
| 4. If an event, where will it occur? | First National Bank of Durango, 250 W. 9th St. Durango, CO |
| 5. Why is your news relevant? | Most Coloradans are involved with or impacted by nonprofits at various levels. These referenda will help restore vital funding to the programs (including those that support or partner with nonprofits) that make Colorado a great place to live. |
| 6. What is significant about your project, work or event? Elaborate on question #5. | Nonprofits are gathering across the state to learn more about and discuss support for the bipartisan plan to help the state's economy recover and begin again to fund vital programs that make Colorado a great place to live. |
| 7. Why is your project, work or event important to your clients? Elaborate on question #2. | Nonprofit organizations and their constituents have been hit particularly hard by the \$1 billion cut from the state budget over the last three years. Many programs partnering with or funding nonprofit service providers have been cut – raising the demand for nonprofits services and increasing the competition for limited foundation and individual financial support. |
| 8. What kind of change can be expected from your project, work or event? | Nonprofit organizations will be incredibly important in educating voters about Referenda C&D and in getting out the vote in November. |

FOR IMMEDIATE RELEASE

When it should be released

The five W's



Miracle on Main Streets
Baltimore's Historic Holiday Experience

"MIRACLE ON MAIN STREETS"
THE ONLY CITY-WIDE MAIN STREET HOLIDAY EVENT IN THE COUNTRY

WHAT
Baltimore Main Streets is an initiative of The Mayor's Office designed to revitalize neighborhood business districts. Baltimore Main Streets uses a model developed by the National Trust for Historic Preservation's National Main Street Center that has been implemented in over 1,000 communities. Baltimore Main Streets provides continued support and assistance to ten designated Main Street neighborhoods to revitalize their historic commercial districts. (BaltimoreMainStreets.com)

WHEN
Over 50 free activities and events in ten neighborhoods including tree lightings, concerts, parade, Santa visits and more! **FREE PARKING!** Street meters will be tagged for free parking on all 10 Main Streets every weekend in December.

WHERE
Miracle on Main Streets kicks off on December 9th with special events and promotions taking place throughout the month in each neighborhood. For a complete schedule of events and information, go to MiracleOnMainStreets.com

WHY
The Baltimore Main Streets are: Belair Edison, Brooklyn, East Monument Street, Federal Hill, Fells Point, Hamilton Lozoffski, Hightown/Brimley, Pennington Avenue, Pipitans and Rowley.

WHY
Miracle on Main Streets encourages people to in and around Baltimore to explore our historic neighborhoods while supporting local businesses. Why not "do it all" without the usual? stroll city streets, enjoy free holiday activities, free parking and find the perfect gift at a unique shop front in one of Baltimore's Main Streets neighborhoods.

Baltimore Main Streets - Everything you need just a hop, skip & a merry step.

Reliable Contact

Contact: Randi Rom
410-562-5071
randi@mainstreets.net
Photos Available

Other Promotional Materials

- Slide show or power point presentation
- Videos (U-Tube), Podcasts
- Specialty advertising
- Scrap book
- Photography
- Window displays
- Float
- Banner
- T-shirts/hats/pins, etc.
- Testimonials






Celebrating Your Successes





Communication Among these Groups is Critical



Stretch Break



Organization Committees

Before you ask for money...reach into people's ---

Minds 

Hearts 

then Wallets 

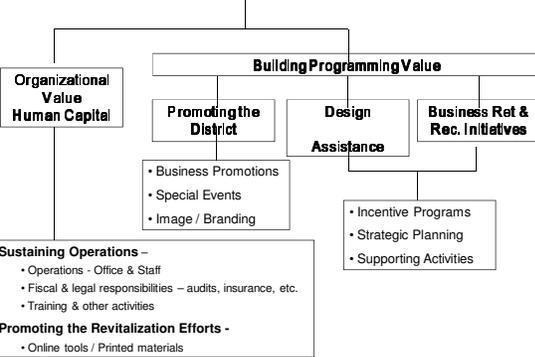
Funding for Main Street



Sources of Funds for Main Street

| | |
|--------------------------------------|--------|
| City | 25-50% |
| Downtown business & building owners | 30-35% |
| Industries & financial institutions | 20-25% |
| Utilities/grant/private citizens | 30-35% |
| County/other (festivals/merchandise) | 10-20% |

What Does Main Street Need \$ For?



Organizational Value

Human Capital

Building Programming Value

- Promoting the District
 - Business Promotions
 - Special Events
 - Image / Branding
- Design Assistance
 - Incentive Programs
 - Strategic Planning
 - Supporting Activities
- Business Ret & Rec. Initiatives

Sustaining Operations -

- Operations - Office & Staff
- Fiscal & legal responsibilities – audits, insurance, etc.
- Training & other activities

Promoting the Revitalization Efforts -

- Online tools / Printed materials

Where Do You Start?

- Every board member must make a contribution.
- How can you ask others for money if you haven't given yourself?*
- Develop a Fundraising Plan
 - Municipal contribution
 - Annual Pledge Drive
 - Friends of Main Street/Residents
 - Grants
 - Merchandise Sales
 - Sponsorships
 - Special Event and Special Project income
 - BID, DDA, TIF, EID (other assessment districts)

| | |
|-------------------------------------|-----------------|
| Town Contribution | \$12,500 |
| Annual Campaign | \$36,000 |
| Individual (resident) Contributions | \$1,000 |
| Event Fundraisers | \$18,000 |
| Retail Sales | \$1,000 |
| TOTAL FUNDS | \$68,500 |

Funding Responsibilities



BOARD -

- Ensuring that the program is well-funded
- Developing a strategic business plan for organization funding
- Monitoring financial condition of the organization
- Supporting fundraising activities of the organization
- Making a financial contribution

Organization Committee -

- Preparing fundraising materials
- Conducting annual membership campaign
- Planning annual dinner
- Implementing other fundraising activities

Other Committees -

- Developing & implementing funding plans for committee projects
- Supporting fundraising activities of the organization

STAFF -

- Serving as public relations ambassador
- Making sure work plan is implemented
- Recruiting new members
- Assisting with membership & fundraising materials
- Tracking contributions, other recordkeeping

Municipal Contributions/Support

Be prepared to show a return on investment or show the value of the investment with services to the community.



- Reinvestment Stats
- Volunteer Hours
- Private Sector Support
- Leverage

Before You Fundraise You Need Good PR

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



Friends of Main Street

Benefits of a Healthy Commercial District for:
Local Residents and Consumers

- Enhanced marketplace (better shopping and the benefits of shopping locally)
- Sense of pride in Downtown
- Social/cultural activities
- Opportunities to keep kids in town
- Sense of hometown community
- Opportunity to participate/volunteer
- Better communication
- Political advocate
- Home values increase



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




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

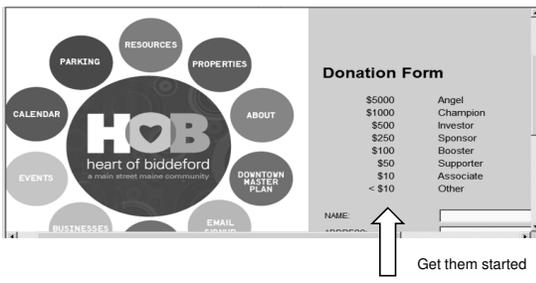


Mainly Manitowoc Membership



\$10 annual dues

On line pledging (Donations)



Get them started

Happy Thanksgiving from Heart of Biddeford

Give today to the Heart of Biddeford

Individuals can be asked to give more than once a year

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

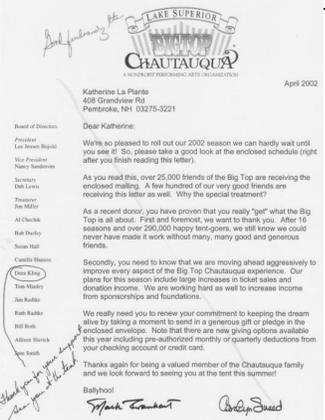
We're also hoping that you are thankful for how much progress we have made downtown over the past 4 years! We are starting our annual fund raising drive and are hoping that you will support the Heart of Biddeford through the next year so that we can help bring:

- 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!](#)

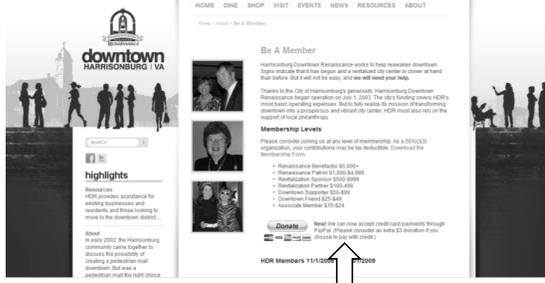
*A donation of ANY size is greatly appreciated!

If Soliciting by Letter - 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

On-line Pledging (Memberships)



Contribute an extra \$3 to offset PayPal costs

If you can't give money.....

Remember it's about Relationship Building

#1 Shop Downtown and Share Local!

Support Downtown Waterville AND Build Community

7 Ways that YOU can

#1 Shop Downtown and Share Local!

Support Downtown Waterville AND Build Community

#2 Attend a Downtown Event!

Support Downtown Waterville AND Build Community

#3 Dine at one of our Downtown Restaurants!

Support Downtown Waterville AND Build Community

#4 Be on a Downtown Art Walk!

Support Downtown Waterville AND Build Community

#5 Shop at the Farmers' Market!

Support Downtown Waterville AND Build Community

#6 Volunteer!

Support Downtown Waterville AND Build Community

#7 Get Connected!

Support Downtown Waterville AND Build Community

When your campaign is in progress – tout it on your homepage

Three Essential Ingredients for Successful Events:

Organizational Capacity – because special events are some of the most common and perhaps most consistent funding sources for small nonprofits, they require (and sometimes drain or redirect away from other important efforts) key resources such as:

- Time:** for planning, execution, and assessment
 - Consider your calendar, the community's, other organizations
- People:** Staff / volunteers – to coordinate tasks for each event
 - Current programs – overall work load for staff and/or volunteers
 - Avoid adding more responsibilities to your current volunteers, events should be used to recruit new volunteers (first for the event, then for other projects or committees, then for board)
- Partners** – in place or needing to build
 - Media (promotion), municipality (services), businesses, organizations, etc.

Making the most of your Auction

Use Silent and Live Auction items

- Don't close the silent auctions at the same time

Look for unique donations

- Fire truck rides
- Time shares
- Boats rides and dinner
- Historic Research
- Trade inn and hotel stays with other communities

Have other income activities

- Heads and Tails, 50/50.

What is a Piccadilly Auction?

- In short a Piccadilly auction is a mix between an auction and a raffle. Various items will be raffled off during the night and its up to you which one you want to bid upon.

Once an item comes up that you find interesting, you put in the standard bid. This is cheap, ranging from \$0.25-\$3.00! Some of the products up for auction are over four hundred dollars retail price!

When your bid is placed you raise your paddle and hope your number is drawn. If it is pulled you win! But if you didn't place the bid, and your number was pulled... well too bad.

Also you can win more than item. If your number is drawn it will be put back into the mix over and over again. You can bid on every single item in the line up for only \$50 - who has ever gotten out of a local auction for roughly \$100 per-person for food, drink, fun and bidding on all auction items??? We wager no one has!

Adding to Auctions – Mad Money

Cambridge, MD

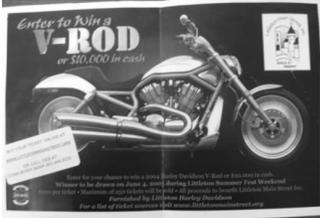
- Donated gift certificates (minimum \$20 value, up to \$100)
- Displayed in identical envelopes
- \$20 chance – pick one
- Sold out quickly
- Merchants loved it because people spent more than the amount
- Board members donated to buy more gift certificates (some stores had more purchased from them, than what they donated).
- 71 x \$20 = \$1,420

Fundraiser Events \$50 or \$100 tickets

Raffles:
 New Cars
 Restored Cars
 Harley-Davidson
 Motorcycles
 Tractors
 Boats
 Large Cash Prizes

Only as successful as your board is committed to selling tickets.

*Must have an option
 That if XX number of tickets aren't sold, refunds will be given*



Business Supported Fundraisers

- Restaurants donating food and service with proceeds to Main Street



Sip and Stroll





- \$20 to \$25 to get a wine glass, then find a sponsor for the win glasses

- Gather other in-kind donations of food

Scrap Fest in Old Town Lansing

<http://www.oldtownscrapfest.com>



- Friedland Industries scrap yard in downtown Old Town, Lansing, MI in the middle of the arts & entertainment district
- Teams collected scrap and had two weeks to create sculptures
- Sponsors donated scrap metal and staff to prizes
- Prizes = \$1,000, \$500, and \$300
- Auction held with Festival of the Sun and Festival of the Moon
- Highest sculpture = \$500
- Raised over \$3,000

Bidding on the Art and Awards "Junk Yard Wars on Steroids"






It's Raining Men Cutie Pie Contest Conway, SC

- \$50 tickets
- Drag Show
- Raised \$50,000
-the rest of the story




Mountaineer Tailgate

Main Street Fairmont, WV



- New Event, held in August, just before football season
- BBQ Dinner, beer, popcorn (going outside their "typical fundraising group")
- Announcer for WVU sports, Tony Caridi

Mountaineer Tailgate

Main Street Fairmont, WV




- Raised \$5,000 (100-125 people)
- Planning for second tailgate - kids rate for next one, or not? - August 3, 2010

Local Celebrity Roasts

\$60- \$100 per ticket



Piece of coal in "hot" shredded paper. Invitation imitates a match book

2nd Annual Roast

Meredith, NH




Click for more information

Luray, VA

Mailing Container with Roast Invite

Game Shows Take Offs

Can you name this store?
Can you tell us what business is in this location now? If so, then maybe you should join us for "So You Think You Know Bath" on April 3rd



Gather for food and drink, then the first round of three teams will compete to answer 20 questions on Bath subjects such as people, events, buildings, ships, sports and other historical and current topics. Then social breaks will alternate with two more rounds of three teams each, before the championship Round, which will pit the three winners of previous rounds against each other to see who thinks they know Bath and who really knows Bath! Come prepared to learn a lot and laugh a lot and cheer a lot!

\$30 admission plus silent auction

Rummage Round the Rails

Russellville, AR




- Benefit for the renovation of the depot – Friends of the Depot
- Items gathered throughout the year
- Learned to do all pricing the week before the event.
- Donations of all kinds
- Two day event from 8:00AM until 1:00PM
- Second day everything is half price and clothing goes for \$1 for as much as you can fit in a bag.
- Department of Corrections "volunteers"
- Best year \$9,500
- Average year \$5,000-\$6,000

Bid 'n Brew 2008

The Annual Bid 'n Brew has become the place to be during the cold month of February!!!! PACES Third Annual Bid 'n Brew was a tremendous success!! Over 300 attendees enjoyed sampling over 70 microbrews, tasting decadent hors d'oeuvres, bidding on over 100 live and silent auction items and tapping their toes to the music of Main-Street. The continued success of this event is evident and it is because of the support we have from people like you!!! A huge THANK YOU goes out to our sponsors of this event and to all the donors, volunteers and attendees!! This event gets bigger and better every year because of the team and organizational effort put in to the event by the co-chairs during the entire year. Heading up some of the major pieces of the Bid 'n Brew this year were: Jeff Buffice, Jenny Baker, Tanny Sarner, Lori Horning, Barb Wilbur, Mary Barab, Jenny Sawicki, Michelle Reid, Julie VanBuren, Kellie Onda, Jenny Zacherl, Terry Lenka, Steve Stronberg and Fran Schwabe.

Make sure to mark your calendars for this wonderful event!! Join us at the UW-Food du Lac Commons on Saturday, February 28, 2009. Come for the Fun -- Stay for the Bidding.

| | |
|---|---|
| <p>Signature Sponsors Melsch Corporation Kell & Lori Homing</p> <p>Advertising Sponsor Gordien Homing-Price</p> <p>Major Sponsors Tripp & Collins Alcorn Tad & Tammy Sussan Tony & Diane Strigani Dr. Michael & Leslie Vander Kooij</p> <p>Glassware Sponsor National Exchange Bank & Trust</p> <p>Auction Paddle Sponsor Apostrian HealthCare</p> <p>Invitations Sponsor Garry & Pam Brown</p> <p>Promotional Item Sponsor Joni TCK Natural Stone Visions International</p> | <p>Conesters Sponsor L.R.H. Dry Estimating</p> <p>Dry Erase Board Sponsor Randy & Alvin Treger</p> <p>Napkins Sponsor Robert & Brenda Ouse</p> <p>Nuts & Bolts Grab-Bag Sponsor Todd Diehrich Capelle Bros. & Diehrich, Inc.</p> <p>Entertainment Sponsor Sean & John Zacherl</p> <p>UW-FDL Facilities Sponsor John Kelly & Kathy Doyle-Kelly Peter and Jennifer Zacherl</p> <p>General Sponsors Aurora Health Center Robert and Kathleen Basse Jana and Jessica Burg Gail and Sue Berg Jeff Meisempeger Painting & Decorating</p> |
|---|---|

Sponsorships

What opportunities are there for sponsors at your events?

- Porto-potties
- Entertainment
- Trash receptacles
- ???

Special Projects Fundraising







South Boston

Grants

FOUNDATION CENTER
Knowledge to build on.

FIND FUNDERS

- Fact Finder
- Foundation Finder
- 990 Finder
- Trend Tracker

Map of International Grants

Identify Funding Sources

Looking for information about a specific grantmaker? Need to identify funders by state, city, or ZIP code? Foundation Finder provides grantmakers!

Home Profile Search Site Map
About Us Locations Newsletters Press Room

Get Started Find Funders Gain Knowledge View Events

Locate **grantmakers** in your field.
Search our **databases** for what's getting funded.
Connect to **helpful resources**.

Look Up Organizations
With monthly, annual, and two-year subscription options, *Foundation Directory Online* allows you to search our database of more than 92,000 grantmakers.

Identify Funding Sources
Search by for basic information about U.S. grantmakers.

FOUNDATION FINDER
Name: _____
State: _____

Main Street

Helping people protect, enhance and enjoy the places that matter to them. [Learn More](#)

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MAIN STREET

- Main Street Home
- About Main Street
- Main Street News
- Conferences & Trainings
- Consulting Services

Find Funding for Your Main Street

The National Trust Preservation Fund of the National Trust for Historic Preservation offers several types of financial assistance to nonprofit organizations, public agencies, for-profit companies, and individuals involved in preservation-related projects. In 2009, through the National Trust Preservation Fund, we provided almost \$17 million in financial assistance and direct investment to support preservation in cities, towns, and rural areas all over the United States.

Generally, financial assistance available to restore historic buildings categories below. Please review each of these sections, as there may be some overlap in how funds are awarded.

Funding Resources

- Show Me the Money: Federal Grant Opportunities (webseries)
- HUD HOPE VI Main Street Grant Funds



Earned Income

- Investing idle money
- Endowments – long term strategy
- Commitment to setting aside a percentage of all event income.



Break



Volunteer Development: People the "Other" Resource



Recruitment Retention Recognition

Volunteers are Essential!

- Gain community support and provide community outreach
- Gain more expertise
- Accomplish more with limited funds
- Demonstrate community support for the program
- Help prevent manager/director burnout!



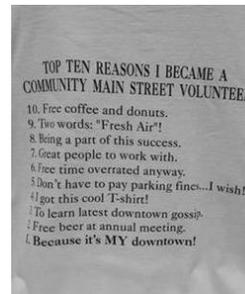
Volunteer Recruitment



What is the number one reason people volunteer?

Why do people volunteer?

- **Obligation**
- **To consume spare time**
- **To combat a negative image**
- **Power Motivated**
 - Recognition
 - Self-interest
- **Achievement Motivated**
 - Training and job experience
- **Affiliation Motivated**
 - Altruism (cause)
 - Social outlet (people)



What motivates YOU to volunteer?

Ways to Recruit Volunteers

- one-on-one
- community/TV bulletins
- brochures/posters
- "walk-in" traffic
- booth at community events
- PSA's
- corporations
- Newsletter
- neighborhood festivals
- ask local politicians
- electronic bulletin boards
- direct mail
- news article/ads
- partner w/other groups
- churches
- schools/universities
- speakers bureau



Recruiting volunteers

- Consider their interests, skills, time, etc...
- Consider the organization's needs and opportunities...

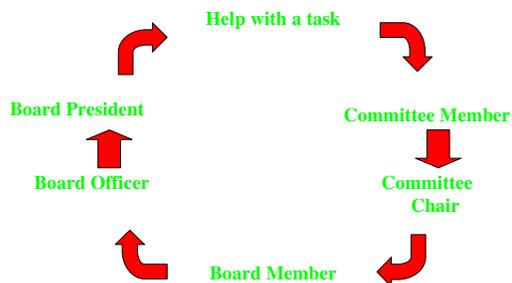


ASK!

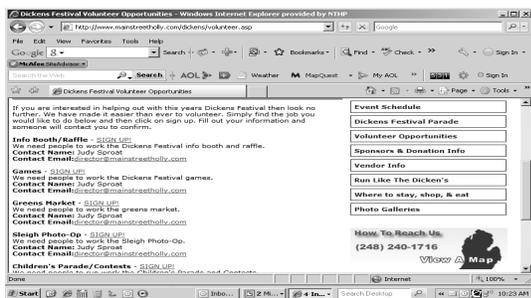
Volunteer Development: Assessment and Planning

- How many volunteers do we have (will we need)? **long-term & short-term**
- Who are (will be) our volunteers? **demographics**
- Why are (will) they volunteering? **motivation**
- Where do (will) we use volunteers? **projects & tasks, job description**
- How are (will) volunteer accomplishments (be) evaluated?
- How are (will) volunteer accomplishments (be) recognized?
- How much staff time goes (will go) toward volunteer management?
- What volunteer organizations do (will) we cooperate with?

Volunteer Leadership Path



Holly's On-line volunteer sign up



Developing a volunteer handbook

- Information
- Opportunities
- Job descriptions
- Expectations



Volunteer Recruitment Event

Volunteer Fair & Picnic
 Wednesday September 30, 2009
 11:30 am - 1 pm 16 S. Brown Street (formerly Jerry's Music)

Free picnic lunch!
 Help create the future of our downtown
 Archive fan-dog-ies
 Learn about the committees and activities
 and how you can get involved!



Incorporating multicultural stakeholders in MS efforts

- **Strengths / Contributions**
 - Rich cultural heritage
 - Family centered
 - Faith based
 - Entrepreneurial
- **Challenges / Limitations**
 - Language barriers
 - Real & perceived sensitivities
 - Comfort zones



Opportunities for Youth Involvement



Lyons, NY Junior Main Street Program



Spencer, IA



Western Erie Canal Alliance
Earth Day/Downtown Clean Up Day

Exercise

5K Race Needs Volunteers

- List as many tasks that could be assigned to a 5K Race volunteer that you can think of.....
-

You have 4 minutes.....go!



Volunteer Development: Orientation & Training

- The difference between orientation and training
 - orientation is an introduction
 - Main Street Approach, vision, mission, commitment, expectations
 - training is skill development



Keys to Keeping Good Volunteers

- Good orientation & training
- Good organization & leadership
- Positive atmosphere & reinforcement
- Keep promises and time commitments
- Let volunteers rest between projects without guilt
- Promote volunteers on to new projects & new opportunities
- Foster opportunities for them to bring & mentor new people/volunteers
- Thank & Recognize often and in as many ways as possible!



Calumet, MI - Agassiz Park Clean-up-2008

Today's Volunteers



- Short term assignments
- Flexible timing
- Closed-end assignments
- Fun
- Mixed cultural exposure
- People want a chance to excel in a new area

Opportunity to impact!

Multi-Tasking:

Opportunity to combine volunteer work with: fitness, ecology, socializing, learning, resume-building, recognition by boss, contacts, training and values

Work with Those Who Are Already with You And Don't Let Them Get Away!



Who are these people?

- Potential Committee Members
- Volunteer Base and Potential Repeat Volunteers
- Future Board Members
- Ambassadors for your program and downtown

National Volunteer Efforts




Track Volunteer Hours



VIVA VOLUNTEERS!
Meet Main Street's Newest Volunteers

Newsletter Reunites World War II Friends

Leverage for municipal funds
Leverage for grants

Volunteers Drive the Revitalization Efforts!





Thank them, thank them, and thank them...
RECOGNITION is a Key to Retention!





Volunteers turn into Leaders

$$\frac{R(e+p) \times GH^2}{K} = \frac{S}{T} = L$$

Leadership Formula

- Responsibility times the sum of enthusiasm and passion times gumption, humility, and humor over knowledge equals success over time which equals leadership.

Dan Carmody

Volunteer Development: Forms of recognition

- Private Praise
 - Face to face
 - Thank you letters/cards
- Public Praise
 - Annual awards program: certificates, plaques, etc.
 - "Volunteer of the Month"
 - Newspaper/mass media
- Ask advice/include in important meetings
- Invites/scholarships to special events
- Letters of recommendation
- Buttons/t-shirts/id pins/etc
- Thoughtful gifts



Building an Effective MS Program and Volunteer Base:

Defining a Plan of Action (Work Plan)



Why do Work Plans?

- Project management tool – 12-18 month “to-do” list
 - Improves success rate of projects
 - Reduces confusion and conflict
- **Volunteer management tool**
 - Motivates volunteers to achieve a goal
- Evaluation Tool
 - Provides benchmarks for success
- Fundraising Tool
 - Attracts donations for specific projects
- Budgeting tool
- Record-keeping tool



Sample Work Sheet

COMMITTEE: Economic Restructuring Committee

OBJECTIVE: To establish and implement a business recruitment program

PROJECT/Activity: Produce and print a business recruitment packet

| Tasks necessary to complete activity | Person Responsible | Start Date | End Date | Budget |
|--|----------------------|------------|----------|------------|
| 1. Identify information needed for packet contents | McDowell | 08/01/95 | 08/05/95 | \$0.00 |
| 2. Gather needed information | McDowell & Stapleton | 08/05/95 | 08/15/95 | \$0.00 |
| 3. Establish Target audience(s) for packet | Frank | 08/15/95 | 09/29/95 | \$0.00 |
| 4. Prepare text; proceed to layout and design | Frank | 08/15/95 | 09/04/95 | \$1,000.00 |
| 5. Submit preliminary proof for committee approval; edit as necessary, determine quantity for initial printing | Frank/Schlinog | 09/04/95 | 09/10/95 | \$0.00 |
| 6. Solicit printing quotes | Gust | 09/10/95 | 09/27/95 | \$0.00 |
| 7. Review quotes; prepare selection recommendation | ER Committee | 09/28/95 | 09/28/95 | \$0.00 |
| 8. Submit printing recommendation to board | McDowell | 10/06/95 | 10/16/95 | \$3,500.00 |
| 9. Submit camera-ready proof to printer; follow-up with printer to ensure quality, timely completion | Gust | 10/06/95 | 10/16/95 | \$0.00 |

Anticipated Results/Achievement Measures: Complete production of 250 business recruitment packets by November 1995 to be available for distribution in 1996.

Total Cost: \$4,500.00

Work Plans to Volunteer Development

Get More Specific
Market Activities

Promoting Your Work Plan

- One page summary
- Poster board for office display
- Distribute to investors
- Promote via newsletter and E-News

Main Street's Eight Principles For Organization Committees

- **Comprehensive** – Address fundraising, public relations, volunteer development and partnership development
- **Incremental** – build on each area over time
- **Community-driven** – You'll succeed as the volunteer base grows. Financial support will be found locally
- **Public-Private effort** - look for balanced funding sources. Be inclusive
- **Builds on existing assets** - Volunteers can recruit more volunteers
- **Quality** – yours if the organization to become involved in
- **Change** – change attitudes through PR and partnership building
- **Implementation-Oriented** - work plans, use them

Additional Resources

- **Tennessee Downtown Program**
 - Tennessee Main Street Program
 - REDs
- **National Conferences**
 - National Main Streets Conference – May 22 - 25, 2011, in Des Moines, IA
 - Preservation Conference – Oct. 26 - 29, 2010 in Austin, TX
- **Online Tools:**
 - www.mainstreet.org
 - www.PreservationNation.org
 - MS list serve
 - Webinars
 - Solution Center
- **Publications:**
 - Main Street News
 - MS Bookstore
 - Board Members / Committees Handbook
 - Strategic Planning & More

