



The MASSB Minute

Message from the Chair

Greetings everyone. As always, I hope this message finds you well and inspired to make a difference through your advisory board. As the Chair of MASSB, I am grateful for your unwavering dedication and commitment to the mission of your boards and all the work you are doing in the community.



As advisory boards we have the power to make a positive and lasting impact on those in our community who need social services to carry on with their lives. Recruitment and fundraising are possible considerations or strategies to not only facilitate growth within our boards, but also make a positive impact on our communities. When it comes to recruitment, your network can make a difference. Within the context of your board, utilize a strategic network approach to recruit new board members who share your passion and values in relation to the mission of the board and its needs.

Fundraising can be another important pillar to facilitate positive community impacts. One effective strategy is to diversify our fundraising efforts. Explore different avenues such as hosting community events, partnering with local businesses, utilizing online platforms for crowdfunding, forming alliances with other nonprofits, and exploring grant opportunities to secure additional funding. Whatever the strategies your boards pursue, remember that your and our collective efforts make a difference. Let us foster a culture of collaboration, support, and innovation within our boards and in partnership with other relevant organizations.

Best,
Tony

MASSB Foundation has Earned the CANDID Platinum Seal of Transparency!

Candid is a resource for donors and grant makers to perform due diligence when making funding decisions. MASSB Foundation is now rated at the highest level in Candid's database. Include the Candid seal in your social media, marketing and fundraising material and give your supporters confidence their funds will have an impact. [Access the outreach toolkit here.](#)



Community Connection:

Beverly Birkmire
Kent County Advisory Board, Co-Chair

"I have known Director Shelly Neal-Edwards for a long time. She invited me to join the Board, and I was first appointed in 2017, then reappointed in 2020. This year I have been serving as co-chair with Caitlan Gartlan.

Our Board had been interested in creating a fundraiser to benefit Kent County CARES (local name of MASSB Foundation). When one of our members suggested an afternoon musical event, we all agreed it was a good idea and worth a try. We are asked by staff occasionally to provide funding for a special need not covered by state funding. Our most recent request was for some clothing such as tee shirts and sweatpants for an adult male in guardianship care, along with some special snacks and treats for the gentleman.

We held a de-brief session following the fundraiser to identify what went well and what might be done better. We may look into a new fundraiser for next year that does not require as much intensive planning, as we are currently a small board.

I feel that I gained by my participation in last fall's annual meeting and would encourage other chairs to attend part or all of the meetings."



Quick Tip! **Successfully welcome new members** to your board by taking the time to review their roles and responsibilities; and your board's goals and calendar of events. Your handbook should capture this information and so it's a great onboarding tool. If your board hasn't developed a handbook, [click here](#) for a helpful template. Also ensure that all members have completed any ethics requirements required by your county. Don't forget to provide updated contact information to trustee@massbfoundation.org so new members can receive copies of the MASSB Minute!

Corporate Sponsorships

Securing corporate sponsorships is a great way to increase financial support for your board's events. It's typically in the business' interest to help "get the word out" on your event and could even result in a long term partnership with recurring support. Banks and corporations usually have two areas from which to secure donations: Business Development and Charitable Foundations.

Business Development

This is best used for sponsorships that result in "free" advertising for the business. The business gains access, word of mouth, opportunities to grow and get their own message out. If you are a customer of their business, use that to gain entrance. Determine what the process is and who makes the decisions for the entity you're planning to approach. For banks, the Branch Manager has some discretion to respond to requests for funding (usually up to \$5K). Higher levels of funding require higher authorization. Time your requests for early in the year when the business has not yet locked in their budget. Research whether the process requires online submittal or an in-person presentation.

Charitable Foundations

Banks and Corporations often have funding set aside for the charitable areas they prefer to support. They usually involve social interests such as financial literacy, housing, and health care. Do some background research online regarding the bank or business and their mission and values. Identify one that is related to your mission, and prepare a good presentation that tells the story of your cause. MASSB Foundation maintains a list of [testimonials](#) that capture the impact of our work on the people we have helped.

The bottom line - understand the process, timing, and who can make it happen. Don't be afraid to ask for more: "What would you require from our organization to get the next level of grant, funds, or sponsorship?"

SAVE THE DATE!

Community Meeting: Friday, July 21, 12pm-1pm (Virtual)

- Measuring the Impact of our Foundation's work
- Local Board Information on MASSB Website
- Foster Care (TBD)
- 2nd Quarter Financial Status
- Roundtable Discussion

Fall Conference: October 12-13

- Host: Montgomery County
- Location: Montgomery College, Rockville Campus
- Theme: Foster Care

What's going on in your county?

Have an idea to share? We'd love to include your success stories in the MASSB Minute. Email trustee@massbfoundation.org

www.massbfoundation.org

Our mailing address is:
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