

PROGRAM DEVELOPMENT & FUNDRAISING

2023 Annual Conference Workshop 13 October 2023

Presented by:

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Outline

- Overview of MASSB Programs
- Identifying the Needs
- Data Collection & Prioritization Tools
- Fundraising

MASSB Programs

- Basic Needs food, clothing, and shelter
- Health & Safety medical, eldercare, support for child advocacy and domestic violence centers
- Growth & Opportunity education, transportation, opportunities for at-risk youth, support for Family Service Centers



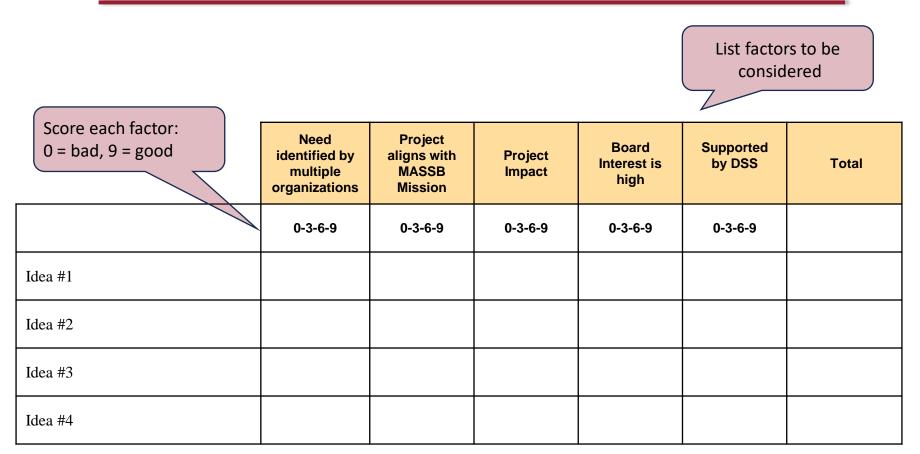
Program Development Worksheet

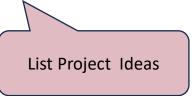
	Basic Needs	Health & Safety	Growth & Opportunity
List Current Projects or Ideas by Category			
Who Knows the Needs?			

Data Collection

- Develop a list of questions to present to your sources
 - What services do you provide?
 - What needs are unmet?
- Method of collection may depend on source
 - E-mails
 - Surveys (Survey Monkey as a possible tool)
 - Phone calls
 - Focus Groups
 - Meetings
- Compile data around common themes to identify possible programs or projects (homelessness, transportation, food, children, etc.)

Prioritizing Programs





Identifying the Right Fundraiser to Support your Program

- Goal Development Context
 - Consider SMART Goals: Specific Measurable Achievable Relevant Time-Bound
- What are your Goals?
 - Purpose (a specific purpose is often more effective)
 - Increase visibility of board and community needs
 - Fundraising target
- Fundraising Considerations
 - Available volunteers
 - Difficulty or Complexity
 - Target Audience
 - Cost

Identifying the Right Fundraiser to Support your Program

- Grants
 - Local grants are easiest to secure (Community Foundations, Local Businesses, Thrift Stores, United Way, etc)
 - Maryland Charity Campaign (MASSB Foundation)

Fundraising Experience by County

Level of Effort			
Low	Medium	High	
 Applebees Flapjack Fundraiser (Calvert) BBQ Fundraiser (Caroline) Facebook Birthday Fundraisers (Calvert) Christmas Wreath Raffle (Caroline) Giving Tuesday on Facebook (Calvert) Letter to the Editor (Caroline) Partner with local restaurants for % of proceeds (Rita's, Roy Rogers, etc) (Calvert) Partner with local gym for virtual walks/workouts (Calvert) 	 Mailing Campaign to local Businesses (Calvert) Superbowl Blocks (Calvert) Crib Crawl (Frederick) Mini-Golf (Harford) Spring Musical (Kent) 	 Champions for Children's & Families Walk, Run, Roll (Anne Arundel) Crab Feast (Allegany) Purse Bingo (Caroline) Concert Series (Harford) 	

Prioritizing Fundraisers

List factors to be considered Score each factor: Manpower Cost to Board **Partnerships** 0 = bad, 9 = good**Difficulty is** required is implement is Interest is are possible Total acceptable acceptable acceptable high 0-3-6-9 0-3-6-9 0-3-6-9 0-3-6-9 0-3-6-9 Idea #1 Idea #2 Idea #3 Idea #4



Developing the Plan

- Create a timeline leading up to "launch"
 - Brainstorm all required actions (i.e. written Fundraising Plan)
 - Identify resources needed and lead for each action
 - Check-in regularly to resolve issues and maintain schedule
- Advertise!
 - Know your audience! Advertise your fundraiser using stories that speak to the heart. (Contact MASSB for stories & testimonials)
 - Use social media, local papers, local news stations, flyers, board member networks
 - Notify DSS, other non-profits, prior donors
 - MASSB Foundation artwork is available for all boards to use

Wrap Up

- Compile a list of lessons learned for the future.
- Build contact database in relation to fundraising project (e.g. completion of basic contact information for a drawing)
- Post photos on social media for additional visibility.
- Document fundraising expenses and revenue for year-end accounting.
- Thank your board and donors!
 - Board
 - Appreciation notes and recognition during board meetings
 - Donors
 - Letter immediately after donation (MASSBF tax ID #26-1192752)
 - Phone call/meeting for major donors