



PROGRAM DEVELOPMENT & FUNDRAISING

2023 Annual Conference Workshop
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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

List factors to be considered

Score each factor:
0 = bad, 9 = good

	Need identified by multiple organizations	Project aligns with MASSB Mission	Project Impact	Board Interest is high	Supported by DSS	Total
	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						

List Project Ideas

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
<ul style="list-style-type: none"> •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) 	<ul style="list-style-type: none"> • Mailing Campaign to local Businesses (Calvert) • Superbowl Blocks (Calvert) • Crib Crawl (Frederick) • Mini-Golf (Harford) • Spring Musical (Kent) 	<ul style="list-style-type: none"> • 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:
0 = bad, 9 = good

	Manpower required is acceptable	Difficulty is acceptable	Cost to implement is acceptable	Board Interest is high	Partnerships are possible	Total
	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						

List Fundraiser Ideas

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