



# Opportunity and Requirements for Applying to Participate in RaiseMN: The Fundraising Campaign Institute

## Who Should Apply? Requirements for Participation

**Any nonprofit organization that meets the following requirements should consider applying:**

- Primary service area of Dakota, Ramsey or Washington County, Minnesota
- Is an incorporated, 501(c)(3) nonprofit organization
- Has an annual budget between \$250,000 and \$1 million
- Must have at least one paid staff member
- Currently conducts at least one annual fundraising campaign
- Has a strong interest in individual giving growth and success
- Ability to work with RaiseMN coach to plan and execute a fundraising campaign by March 2018, and repeat the campaign at least one additional year following completion of the 2017 RaiseMN Institute

### **PRIORITIES**

**Priority will be given to:**

1. Organizations that:

- Are led by leaders of color, including American Indians

AND/OR

- Primarily serve communities of color, including American Indians

2. Staff and board members who are excited to participate and have an interest in advancing their organization's overall fundraising strategies.



## Why RaiseMN?

There is a clear need in our nonprofit community to build fundraising capacity and strategies. GiveMN surveyed hundreds of Minnesota nonprofits over the past two years, finding 40% of organizations relied on volunteers alone to fundraise and an additional 32% had only one staff member charged with raising money. In addition, 69% of respondents said they are not confident that their current fundraising strategy is meeting the demands of their missions.

GiveMN also surveys donors each year to research trends in giving behavior. More than half of surveyed donors give to between 4-10 organizations per year, and 66% prefer to give online over other giving methods, a trend we continue to see increase each year. All of this data leads us to a question: How can nonprofits tap into the support of individual donors when they are short on capacity, strategy and tools to sustain those relationships?

RaiseMN is an initiative created to help address the needs of these small to medium-sized organizations. It is geared to help selected nonprofits move beyond simply accepting online donations by assisting them in building their overall capacity for fundraising, from marketing and communications to technical needs and data management. Through a mix of expert coaching, trainings and peer-learning, RaiseMN will help nonprofits strengthen their existing strategy and build sustainable fundraising infrastructure based on the specific needs of each organization.

Thanks to generous support from The Saint Paul Foundation, RaiseMN will focus its inaugural year in the Twin Cities East Metro. RaiseMN will culminate with a fundraising campaign planned by nonprofits with the assistance of their coaches, building a case study for their future success. Organizations will be able to leverage matching gifts up to \$10,000 as part of this campaign. GiveMN research over the past two years shows a majority of donors believe a match is important to a motivation for giving. In 2015, GiveMN saw this play out in real time when we partnered with 100+ nonprofits to meet a \$1 million matching gift in less than four days as part of *Otto Bremer Trust's March Millions for Southeastern Minnesota*.

In short, RaiseMN is committed to working collaboratively with nonprofits to help design and build the strategies they need to continue to expand their fundraising capacity into the future.



## **Benefits to Participating Organizations**

RaiseMN is not a one-size-fits-all program; instead, organizations and coaches will design a collaborative learning curriculum and campaign that leverages the resources and opportunities of the participants.

Working in collaboration with their RaiseMN coach, participating organizations in the Institute will build the overall fundraising capacity of their organization, building a dynamic fundraising campaign while improving the organization's overall fundraising capacity for the long-term. After an initial capacity assessment is conducted, participants will attend a three-part training Institute over nine months (one full-day session and two half-day sessions) in addition to regular meetings with their RaiseMN coach as they develop their RaiseMN fundraising campaign. Training topics will be tailored to fit the needs of the participating organizations, and campaigns will be individualized to the strengths and needs of each organization.

### **Topics covered, in addition to the RaiseMN campaign, will likely include:**

- Board involvement in fundraising activities
- Pros and cons of special campaigns
- Using social media in fundraising
- How to approach and cultivate donors
- Donor recognition and retention
- Developing effective PR and marketing strategies for fundraising

Throughout the duration of the Institute, participants will receive regular assistance from an experienced fundraising coach who will help them create and implement a plan to advance an annual campaign. New funds raised in the targeted campaign will be matched up to \$10,000.



## What Your Organization Will Learn in the Institute

- You will develop strategies and infrastructure that will have lasting impact, improving your organization's overall fundraising strategies while reducing reliance on institutional funding.
- You will participate in several training sessions over the course of nine months – in one-on-one sessions and groups. The trainings will focus on increasing the fundraising ability of your organization.
- You will collaborate with and receive support for the duration of the Institute from a RaiseMN fundraising coach.
- You will participate in assessing the fundraising capacity of your organization.
- You will create a plan to create a new campaign or improve an existing campaign, with a target of raising at least \$10,000 additional funds annually.
- You will be a part of a group that will engage and share mutual issues and interests, resulting in the emergence of new views, ideas and strategies for fundraising.
- You will acquire specific tools and guidance to build fundraising in your organization.
- You will be eligible for a one-to-one match of up to \$10,000 to help kick-start your fundraising campaign.

## Minimal Cost to Selected Participants

Thanks to our generous partners at The Saint Paul Foundation, all training costs will be covered for the selected nonprofit participants. Participants will need to provide their own transportation to selected training sites in Saint Paul and the East Metro. Because this initiative is meant to help create necessary fundraising infrastructure for organizations to use moving forward, participant organizations will be expected to provide resources to cover the costs of new fundraising resources as part of their campaign, if it is deemed as a fundamental need to succeed and is mutually agreed upon by your RaiseMN coach and your organization.

## Schedule and Timing

- **Applications available:** February 23, 2017
- **Applications due:** March 24, 2017
- **Interviews of 8-10 Prospective Participant Organizations:** April 3-7, 2017
- **Announcement of Five Selected Organizations:** Tentatively scheduled for April 17, 2017
- **Initial Visits with Selected Organizations:** April 17 – May 5 , 2017
- **Trainings:** Exact dates to be determined for May and September, 2017
- **Campaigns:** July 2017—April 2018
- **Location:** All training sessions will be held in Saint Paul or the East Metro

## Participant Commitments

- Organizations must engage three participants who are committed to attending all sessions and meetings. Staff participants should ideally be in leadership roles in the organization. At least one participant must be a board member or fundraising volunteer, not staff. If your organization only has one paid staff member, two of the participants may be board members or fundraising volunteers. (We want three board and staff representatives to be involved because RaiseMN seeks to help transform the organization's overall fundraising capacity, infrastructure, and sustainability, which extends beyond just one individual staff member.)
- Must develop an actionable plan to launch an annual fundraising campaign to take place during RaiseMN year and repeat the campaign at least one additional year following completion of the 2017 RaiseMN Institute
- Must participate in the coaching portion of the Institute throughout the year
- Must commit organizational resources to advance their fundraising campaign plan



- Must be interested in improving their organization's overall fundraising strategies and capacity

*A final roadmap of participant commitments will be drafted with selected organizations as the program begins.*

**Application Deadline: March 24, 2017 at 5:00pm**

### **Questions?**

Contact Andrea Kopfmann at [info@givemn.org](mailto:info@givemn.org) or 651-325-4251