Fundraising Strategies for your Action Coalition

April 30, 2020
Today’s Webinar

- Discuss unique environment created by COVID-19 crisis
- Review resource materials available at the Campaign for Action website
- Discuss purpose of case statements
- Review worksheet for developing your case
- Collaborate to answer core question: “What do we offer our donors?”

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Today’s Presenters

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Leverage the circumstances

• To building key relationships

• To Build a Culture of Health
Covid-19 Unique Circumstances

- Unprecedented
- No playbook
- Economic instability
- Funding uncertainties
- Emotional barriers
Covid-19 Unique Circumstances

- Public Trust
- Public Health
- Social determinants of health
- Uneven impact
- Leadership opportunities
Relationships are Key

- Silence is not golden
- Regular communication
- Inform & Give
- Public Intellectual
- Patience
- Be ready!
Federal, State, and Local Funding Opportunities

- HRSA https://www.hrsa.gov/grants/find-funding
- Grantmakers in Health https://www.gih.org/articles-publications/
- United Health Foundation https://www.unitedhealthgroup.com/content/uhf/en/grant-seekers.html
- Connecticut Health Foundation https://www.cthealth.org/
Purpose of Case Statements

• Gives rationale for why a donor might support your Action Coalitions efforts/work.

• Answers the question: “What do you offer your donors?”

• Your response should include answers to:
  • What do you offer your donors as an organization meeting a need that they care about?
  • What opportunities do you offer donors to achieve their goals (i.e. giving opportunities)?
Using Case for Support Materials

• Develop a simple case outline that includes:
  • the answers to the core questions in defining your organizational case.
  • a list of giving opportunities.

• The outline is less about having a polished product and more about capturing the notes and decisions from the processes.

• Advance your work in developing your donor messaging.
Making the Case

• The case for support is about the process of defining the answers to the questions.

• Helps your team hone in on specifics of what they envision to achieve.

• “What do you say to supporters to inspire them to give?”

• Your messaging can take the form of talking points, FAQs, or a more formal case statement which is usually no longer than 10 pages.
Group Work

Group 1: United Health Foundation

Group 2: Connecticut Health Foundation

Group 3: Humana Foundation

Group 4: Metro West Community Health Foundation

Group 5: Health Resources & Services Administration
Group Work

- Work for 15 minutes to answer this question in relation to your assigned Foundation:

“What do we offer our donors?”
Breakout Room Instructions

• You will be allotted 15 minutes to complete the activity.

• Facilitators will share their screen with the question for discussion.

• Please remain in the breakout room for the entirety of the activity.
Summary and Next Steps

• Report Back

• Please continue to access the fundraising materials on our website.

• Use the “Case for Support Materials” forms to develop cases.
Q&A
Contact Information

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