

How to Become a Fundraising Board

TEFN Connect Webinar and Interactive Learning Series
September 23, 2021



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Midway ISD Education Foundation



Death by Event??

- Manpower and burnout
- Attendees not necessarily buying into the mission
- Staff time - opportunity costs
- Subject to outside forces (weather, economic downturns, worldwide pandemic)



The Higher Education Model of Support

*You make a living by what
you get. You make a life by
what you give.*

Winston Churchill



Why people give..

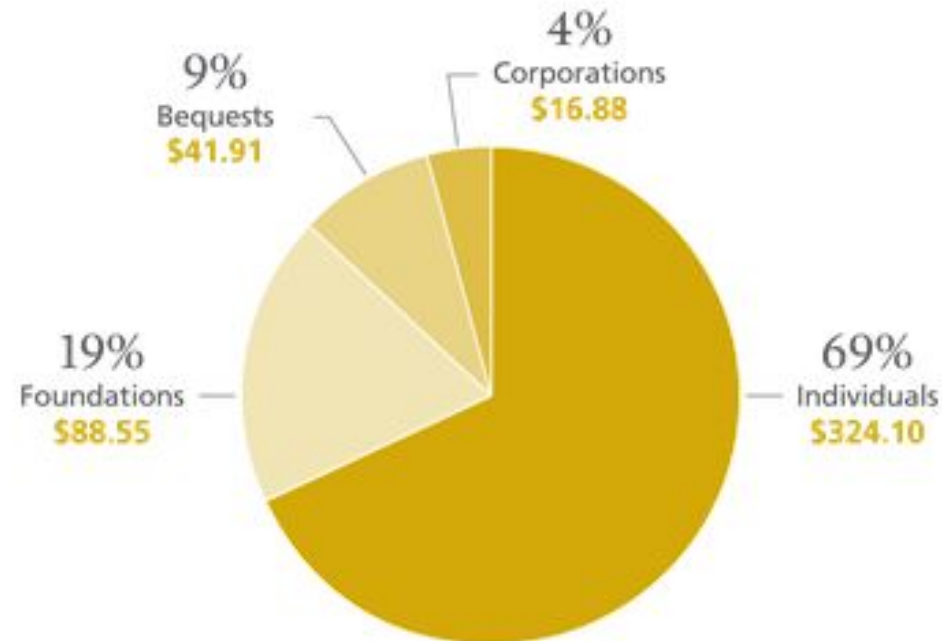
- Friendship or respect for those who solicit them
- Recognition
- They believe in the mission
- Tax considerations



2020 CONTRIBUTIONS: \$471.44 BILLION BY SOURCE

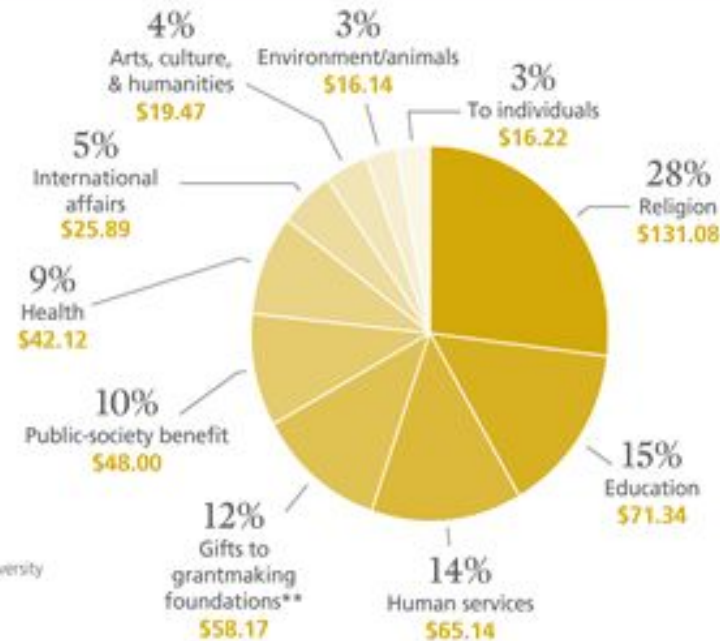
2020 contributions: \$471.44 billion by source of contributions

(in billions of dollars - all figures are rounded)



2020 CONTRIBUTIONS: \$471.44 BILLION BY RECIPIENT (IN BILLIONS OF DOLLARS – ALL FIGURES ARE ROUNDED)

2020 contributions: \$471.44 billion by type of recipient organization*
(in billions of dollars - all figures are rounded)



* Total includes unallocated giving, which totaled \$22.13 billion in 2020.

** Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Researched and written by



IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY



Preparation and Organization

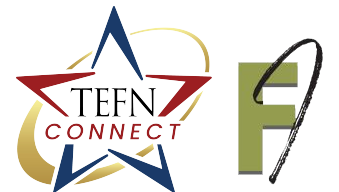
*Before anything else,
preparation is the key to
success.*

Alexander Graham Bell



Get Your Board On Board

- Have a frank discussion with your Executive Committee
- Talk with your Board about what fundraising means
- Recruit volunteers who are willing to participate in fundraising
- Fundraising obligation is included in Board Member Agreement
- May need to consider increasing size of Board



Organizing the Campaign

- Every Director is on the Development Committee
- VP Development is clearinghouse for all contacts
- Contact Lists
- “Orphan List”



Training, Training, Training



- Provide workshops for new directors (and any other director who wants to attend)
- Create a comfortable environment for them to ask questions. Assure them they won't make "cold calls."
- Practice common questions and possible objections.

Marketing Materials

Midway Education Foundation • 13885 Woodway Drive, Waco, TX 76712 • 254-761-5614

Make your checks payable to:

Thank you for making a difference!

I am a Midway ISD alumnus.

I have included MEF in my planned giving.

We do not wish to have our name publicly released when gifts are acknowledged.

Name as it should appear in publications:

Authorized Signature:

City:

Address:

Company:

Phone:

Email Address:

State:

Zip:

Date:

Expiration Date:

Our gift to the Foundation will be \$ _____

Our tax-deductible gift is enclosed in the amount of \$ _____

We wish to pay our pledge in _____ installments of \$ _____

I would like to join the Visionary Club by making a pledge to donate this amount for each of the next three consecutive years. Donors at this level receive recognition for their cumulative pledge (minimum \$1000 pledge over 3 years).

2,000,000

Reasons to Celebrate

Since 2001 the Foundation has provided over \$2 million in classroom grants! This achievement was made possible by the generosity of you, our supporters.

Our community depends on a vibrant education system. You can make a profound difference through your financial support.

Your contribution to the Midway ISD Education Foundation will be used to provide educational opportunities for the students and teachers of our district. We thank you for your investment in helping this Foundation in the never-ending goal of moving education forward.

Please fill out and return the attached donor card with your tax-deductible contribution.

PRINTED BY:

The UPS Store & PRINT SHOP

Partner \$1000+

Benefactor \$500-\$999

Investor \$250-\$499

Friend \$10-\$249

Scan QR code to give



PARTNER \$1,000+

BENEFACTOR \$500-\$999

INVESTOR \$250-\$499

FRIEND \$10-249

Please fill out and return the donor card with your tax-deductible contribution.

- Renew your support of the Midway ISD Education Foundation. Our gift to the Foundation will be \$ _____.
- Our tax-deductible gift is enclosed in the amount of \$ _____.
- We wish to pay our pledge in _____ installments of \$ _____.
- I would like to join the Visionary Club by making a pledge to donate this amount for each of the next three consecutive years. Donors at this level receive recognition for their cumulative pledge (minimum \$1000 pledge over 3 years).
- Scan QR code to give online

Name: _____ Phone: _____

Company: _____ Email Address: _____

City: _____ State: _____ Zip: _____

Name as it should appear in publications: _____

Do not release publicly MEF is included in my planned giving I'm a MISD alumnus

Signature: _____ Date: _____

Visa Mastercard Card Number: _____ Exp Date: _____

Please make your checks payable to the Midway Education Foundation.

THANK YOU FOR YOUR DONATION!

MISD Education Foundation | 13885 Woodway Dr., Waco, TX 76712 | 254-761-5614

Please join us in supporting, celebrating and honoring the students and teachers of Midway ISD.

The Midway Education Foundation is a 501(c)3 whose sole purpose is to support academic programs at Midway ISD that cannot be funded by the normal school budget. Here are just a few of the programs awarded this past school year.

59 GRANTS FOR GREAT IDEAS

Fifty- nine classroom grants totaling over \$71,970 were awarded to fund innovative and creative learning programs this past school year. The foundation has funded over \$2.1 million in grants since 2001.

23 JEANIE HOLDBROOK MOSS SCHOLARSHIP

To date, 23 staff members have received funding toward higher degrees to be used in the education of children.

50 SHOWCASE OF STARS

The top 50 seniors by GPA selected a distinguished educator to attend a special recognition event.

261 ACADEMIC LETTER AWARDS

Two hundred sixty-one students "lettered" in academics and received a patch, blanket, or a jacket.

129 SPIRIT OF MIDWAY

This project, sponsored by MHS PTA and underwritten by the Education Foundation, honored 129 students meeting grade, extracurricular, and community service requirements.

25 FIRST YEAR TEACHER INCENTIVE

To help defray the cost of outfitting a new classroom, the Foundation provided a reimbursement fund to 25 first-time teachers.

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Team Up!

- Pick a theme
- Forming the teams
- Appoint captains
- Teams choose their names
- Monthly Contests



Annual Campaign Time!

JUST DO IT.

Nike



Fundraising Support

- Meet with teams during each monthly board meeting
- Zoom meetings for captains in between
- Accountability & assistance
- Weekly Reports
- Monthly Prizes

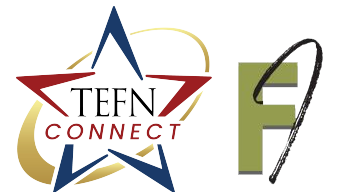
SEPTEMBER TEAM CHALLENGE

The team that has the most in cash pledges by Friday, Sept. 24 at 5PM WINS custody of the trophy for a month AND will enjoy cookies from Crumbl during the Sept. 28 MEF Board Meeting.



Executive Director Support

- Completes all corporate grant applications
- Submits most underwriting proposals (doesn't count toward goal)
- Participates as own "team" in campaign
- Signs any remaining "orphan list" solicitations



Stewardship

Feeling gratitude and not expressing it is like wrapping a gift and not giving it.

Unknown



Directors Role

- Continue stewardship of same donors throughout the year
- Prize Posse Awards, etc.



Celebrate



Pagel's Axiom of Fundraising



To my knowledge, no one has ever been injured or disabled while raising funds for education foundations (or any other nonprofit).



MIDWAY
→ *ISD*
Education Foundation





Thank you for attending!

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Texas Education Foundation Network | www.tefn.org
Foundation Innovation LLC | www.foundationinnovation.com

TEFN has partnered with Foundation Innovation, LLC for the launch of TEFN Connect. This comprehensive resource center is a service tailored just for education foundations and has been developed for you at no cost and an added benefit to TEFN members. For more information, please visit tefn.org or foundationinnovation.com.

