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AVOIDING DEATH BY EVENT:

How to Become a Fundraising Board

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Midway ISD Education Foundation



THE PROBLEM WITH EVENTS

- 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

But we don't have any industry in our community....

\$484.85 billion

In 2021, Americans gave \$484.85 billion to charity, a 4.0% increase over 2020. Adjusted for inflation, total giving remained relatively flat, with -0.7% growth.

Where did the generosity come from?

Contributions by source

By percentage of the total

67% \$326.87 billion

Giving by Individuals

↑ increased 4.9% over 2020

19% \$90.88 billion

Giving by Foundations

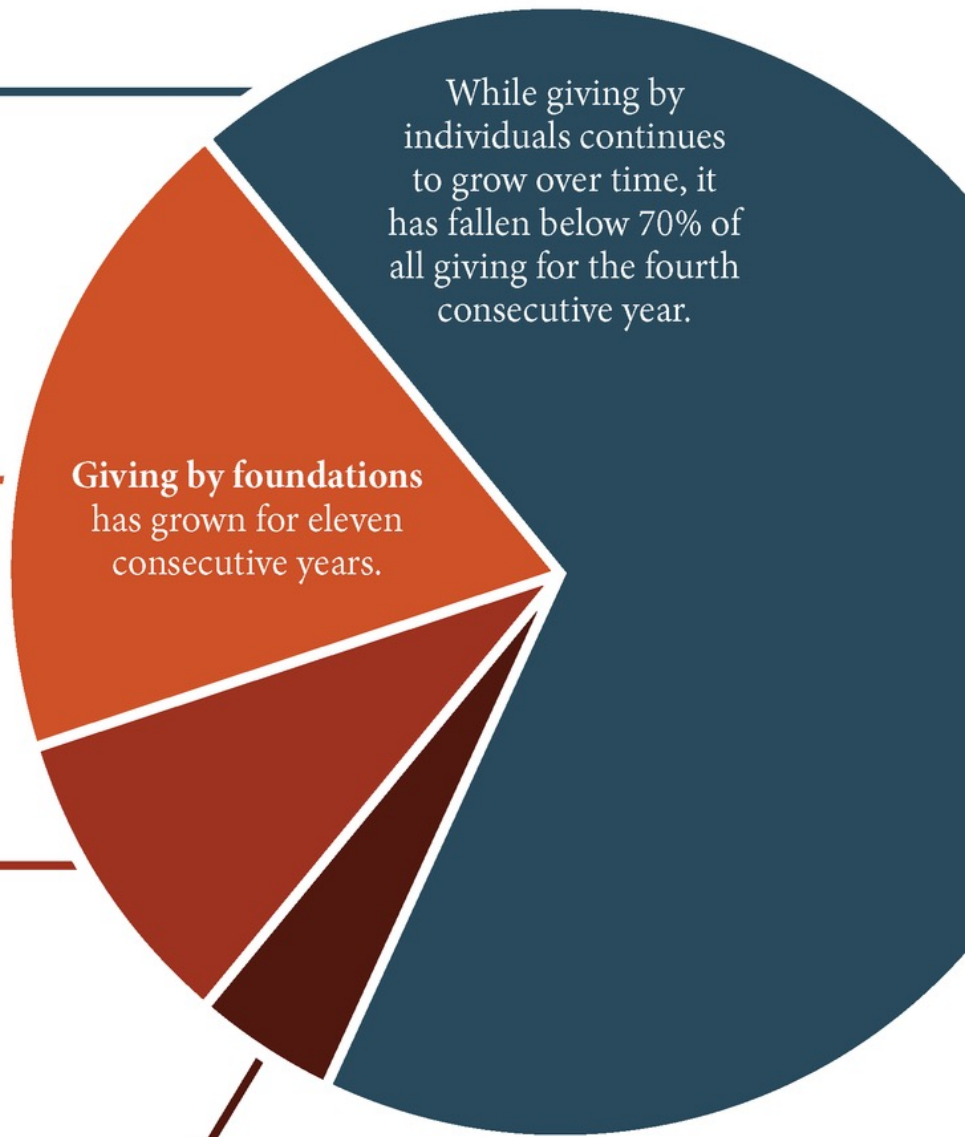
↑ increased 3.4% over 2020

9% \$46.01 billion

Giving by Bequest

↓ decreased 7.3% over 2020

4% \$21.08 billion



While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

Giving by foundations has grown for eleven consecutive years.

*All figures on this infographic are reported in current dollars unless otherwise noted.

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



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 opportunities for the students in our district. We thank you for helping this Foundation in the of moving education forward.

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

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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: _____
Mastercard Card Number: _____ Exp. Date: _____

Yes! We accept your invitation to become a supporter 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).

Phone: _____
Email Address: _____

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TEAM UP!



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



*Just please don't make me sell ads for
the Charity Ball program.
I hate asking people for money.*

*Suzi Pagel,
1990*

(before the Junior League of Waco converted her)

FUNDRAISING SUPPORT

Meet with teams
during each monthly
board meeting

Zoom meetings for
captains in between

Accountability &
assistance

Weekly Reports

Monthly Prizes

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
- Picks up slack from others



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

Unknown



DIRECTOR'S ROLE





