

# SHOW ME THE MONEY!



## THE BIRTH AND LIFE OF A SUCCESSFUL PARKS FOUNDATION

Fundraising involves fostering an understanding of another person's philanthropic interests and values and seeing how those values may be aligned with the values of your 501(c)3 foundation. You connect the donor's values to the organization by inviting them to participate in the three central behaviors of philanthropy. – donating time, money, and voice through advocacy.

### BEST PRACTICES FOR FOUNDATIONS

- Work towards a truly established and functional nonprofit organization, of which donors feel confident in giving to
- Develop by-laws and /or code of regulations
- Independent management of fund, ensuring private dollars are not comingled with public funds
- Annual audited financials
- Approval and oversight over monthly/quarterly financials
- Development of board committees with board chairs
- Well documented cash handling policies and procedures
- An investment portfolio managed by professionals with oversight from an investment committee developed from your board
- Proper insurance coverage to provide to your director/ officer coverage to your team, board members and all volunteers
- A clear memorandum of understanding between you and your public partner(s)
- Grant application process



# CREATING A PLAN FOR SUCCESS

Building relationships requires thoughtful planning and communication. Having a fundraising plan means you are more likely to raise more money than an org without a plan.

Ask yourself:

*Who are we?*

*What distinguishes us from other nonprofits?*

*What do we want to accomplish?*

*How will we reach our goals?*

*How do we hold ourselves accountable?*

*Why is our organization best poised to address this human/societal need?*

These answers inform all aspects of the org's life, including mission, goals, objectives, programs, and evaluation. – These are the foundations for fundraising.

Effective communication provides opportunities for constituencies to understand the org's case for support, endorse the case, and become active in articulating the case.

# THE CASE FOR SUPPORT

Preparing a Case for Support is the first critical step once your foundation has been established. The Case for Support is the foundation on which philanthropic fundraising is built. The persuasiveness of the case relates directly to the cause and it addresses why anyone should contribute. Involve those you want to own and use the case. Having a role in developing and validating the case increases the enthusiasm of those who will articulate the case.

Key Information components of a Case for Support Should include everything a potential donor might want to know about. Here are key components of the Case for Support:

**1. Mission:** Articulates awareness of the cause and provides insight into the problem the org is addressing. It is an expression of the values in which the org believes. It usually includes: to deliver, to provide, to serve as a goal or purpose statement. It gives donors and potential donors an opportunity to find shared values between them and the foundation.



## 2. Planning and Evaluation:

Illustrate strategic, operational, fundraising, and program plans that demonstrate commitments and provide evidence of strengths and impact. Describes the process used for planning. Program plans precede fundraising plans (Strategic Plan is your program plan). The case for support originates in the organization's strategic plan. Plans demonstrate the need for philanthropic support. Evaluation provides a means for demonstrating effectiveness. The evaluation shows the org holds itself accountable.

**3. Goals:** Articulates what the foundation is aspiring to achieve in solving the problem. The mission answers WHY the goals answer WHAT. What does the org do? What do we want to accomplish? Goals describe how the problem in the mission statement will be resolved.

**4. Objectives:** State what will be accomplished by reaching the goals. Objectives differ from goals in the degree of specificity. Objectives are more precise and more measurable than goals and explain "how" the org expects to reach its goals. A goal might be to increase funding. An objective would be to increase funding from individuals by 5 percent.

**5. Governance:** Illustrates the character and quality of the org as shown in its volunteer leadership and governance structure. And important in attracting charitable gifts. How is the board composed and how does it function? You need resumes of board members, by-laws, and conflict-of-interest



statements as components of governance.

**6. Staffing:** Shows the competence and qualifications of the staff. Governance is an indicator of integrity and quality. Staffing is an indicator of competence and professionalism.

**7. Finances:** Describes expenses associated with providing programs and services as validation for gift support. Links budgeting with objectives and program descriptions. Paints a clear picture of how the org acquires and spends financial resources.

**8. Programs and services:** Explain how the foundation serves its constituencies and the community. Best to collect testimonials from clients and beneficiaries. Get third-party endorsements.

**9. Service Delivery:** Points out advantages, strengths, and effectiveness of how people access services. Explain the delivery of programs and services. The facility is a distinguishing factor: visibility,

accessibility, and convenience are advantages.

**10. History:** Tells the organization's successes over time and demonstrates legitimacy. Focus on your accomplishments in how it has served its constituencies and its communities

## RESOURCES

- [NRPA-fundraising-guide](#)
- [National Council of Nonprofits](#)
- [National Association of Park Foundations](#)
- [NonprofitHub.org](#)
- [Chronicle of Philanthropy](#)
- [Association of Fundraising Professionals \(afpglobal.org\)](#)
- [Other park and recreation foundations in your state](#)