

Meals on Wheels Association of America - Annual Conference

September 1, 2010

Seeing Your Meals on Wheels Organization Through Funders' Eyes

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Goals for Today

- * **Explore** potential funding sources for your senior nutrition program(s)
- * **Consider** what funders want to see in organizations before giving their \$\$
- * **Explore** the concept of funder perceptions
- * **Reflect** on how funders view your organization
- * **Develop** next steps for your organization



Major Funding Sources for Ending Senior Hunger

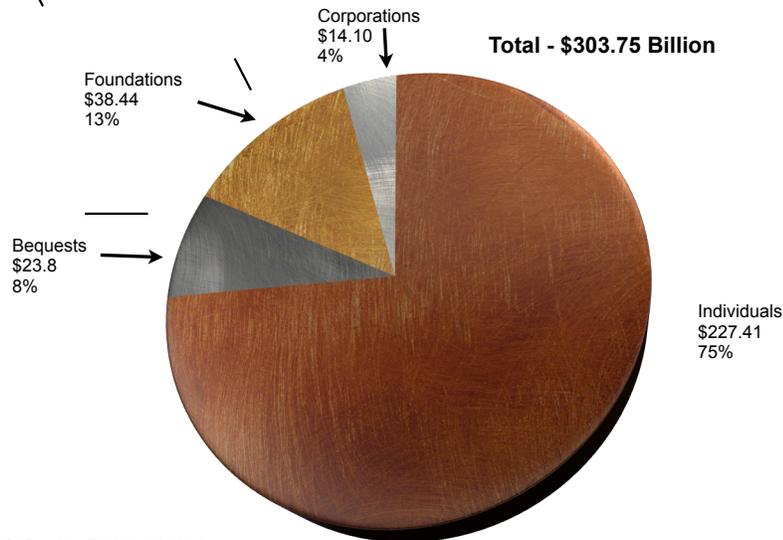
- * Charitable giving
 - ▶ Private donors (individuals)
 - ▶ Fundraising events
 - ▶ Business owners (small - medium-sized)
 - ▶ Religious institutions (churches, mosques, etc.)
 - ▶ Corporations
 - ▶ Foundations
- * Earned income
- * Government (local, state, & federal)



Seeing Your Organization Through Funders' Eyes



Giving USA 2010 - US Total Charitable Giving - Sources



Source: Giving USA Foundation™ / Giving USA 2010

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Seeing Your Organization Through Funders' Eyes



Motivating Factors - Private Donors

- *Passion for mission & vision
- *Personal connection to the organization - (leaders, clients, volunteers, or cause)
- *Past experiences (personal history)
- *Philanthropy - (giving back)
- *Tax incentives

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Motivating Factors - Business Owners

- *Community involvement
- *Community investment
- *Community connection (clients)
- *Recognition as community leader
- *Philanthropy - (giving back)
- *Tax incentives



Motivating Factors - Religious Institutions

- *Missional focus
- *Shared vision or values
- *Outreach to specific communities or target populations
- *Extension of their ministry



Motivating Factors - Corporations

- *Corporate social responsibility (CSR)
 - ▶ being good corporate citizens
 - ▶ mobilizing employee volunteerism
- *Recognition as a community partner
- *Part of their corporate values
- *Invest in their local communities
- *Tax incentives



Motivating Factors - Foundations

- *Missional focus (charitable purpose)
- *Alignment with foundation priorities
 - ▶ Program areas
 - ▶ Field(s) of interest
 - ▶ Type(s) of support
 - ▶ Geographic scope
- *Portfolio management (mix of current grantees)



Motivating Factors - Government (Grants & Contracts)

- *Political priorities
- *Competitive bid (contracts)
- *Compelling application (grants)
- *Performance based - (can you deliver?)



Questions Funders Ask

- *Need for the project
- *Goals and objectives
- *Quality of the program
- *Organizational capacity
- *Outcomes
- *Community support
- *Sustainability



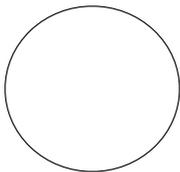


Getting Funders to Support Your Organization

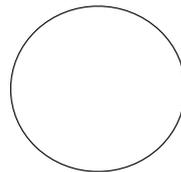


Aligning with Funders

Funder's Desires



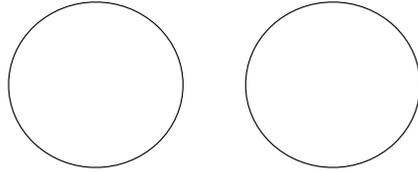
Funder's Perception





Aligning with Funders

Funder's Desires Funder's Perception



"Relationships are primary, all else is derivative."

Dr. Ronald David
The Kellogg Foundation,
Community Voices



Individual Donors may look for...

- *Relationship
 - ▶ With you, the board, or clients
- *Passion
- *Connection
 - ▶ Family or friends
- *Involvement (volunteer)
- *Impact - demonstrated difference
- *Integrity - (do what you say you will do)



Business Owners may look for...

- *Community involvement
- *Enhanced community image
- *A strong, healthy, & vibrant community
- *Strong leadership
- *Personal passion
- *Integrity
- *Impact



Religious Institutions may look for...

- *Partners to advance their mission
- *Ways to extend their ministry
- *Organizations that share their faith
- *Opportunities to engage their members in service
- *Organizations reaching populations they cannot reach



Corporations may look for...

- *Alignment with their priorities or values
- *Community impact or reach
- *Strong leadership
- *Professional image



Foundations may look for...

- *Organizations that match their funding priorities and areas
- *Strong programs or promising practices
- *Solid, strong leadership
- *Evidence of community support
- *Documented outcomes
- *Who else is already supporting you
 - ▶ Especially the board



Governments may look for...

- *Successful track record
- *Cost effective solutions
- *Evidence-based programs
- *Documented outcomes
- *Established policies and procedures



Applying to Your Organization

- *Locate the Exploring Funder Alignment Worksheet
- *Using the categories of funders we've explored, where do you see the greatest alignment for funding?



exploring funder alignment

	Private Donors	Business Owners	Religious Institutions	Corporations	Foundations	Government Agencies
Aware of organization	<input type="checkbox"/>					
Support organization's mission & vision	<input type="checkbox"/>					
Have personal connection to the organization	<input type="checkbox"/>					
Recognize need for the project	<input type="checkbox"/>					
View programs as essential	<input type="checkbox"/>					
Value program results	<input type="checkbox"/>					
View organization as capable	<input type="checkbox"/>					
View leaders as credible	<input type="checkbox"/>					
GREATEST OPPORTUNITIES			NEXT STEPS			



Seeing What Others See



Perception Management

What do the following communicate about your organization?:

- ▶ Organizational Identity
- ▶ Organizational Leadership
- ▶ Reputation
- ▶ Communications
- ▶ Relationship Management



Organizational Identity

- *Clearly define purpose - mission, vision, & values
- *Present a professional image
 - ▶ Logo, brochure, business cards, letterhead, email
- *Portray consistency in branding
- *Maintain online presence
 - ▶ Website, email, newsletters, & social media



Organizational Leadership

- *Senior staff and Board
 - ▶ Demonstrate integrity
 - ▶ Be committed
 - ▶ Lead with competence
 - ▶ Display confidence
 - ▶ Connect in and to the community
 - ▶ Demonstrate passion
 - ▶ Communicate professionally



Reputation

- *Pursue mission first
- *Be credible & trustworthy - do what you say you will do
- *Work for the greater good of the community
- *Practice integrity in all interactions
- *Under promise and over deliver
- *Show compassion
- *Be a great collaborator
- *Produce excellent results
- *Demonstrate professionalism & excellence



Communications

- *Markets (target audience)
 - ▶ Identify & understand your audiences
- *Messaging
 - ▶ Develop strategic messages to connect with each audience
 - ▶ Remain consistent with messaging
- *Methods
 - ▶ Choose appropriate methods (print, online, or personal)
 - ▶ Plan, implement, and evaluate timeline



Relationship Management

- *Donors/Funders, Employees, Volunteers, Clients, & Partners
 - ▶ Identify
 - ▶ Connect
 - ▶ Nurture
 - ▶ Engage



Applying to Your Organization

- *Locate the What Do Funders See Checklist
- *Evaluate your organization in light of this session
- *Identify and appreciate areas of strength
- *Identify areas for growth and development

what do funders see?

AN ORGANIZATIONAL IMAGE CHECK-UP

SATISFACTORY	NEEDS WORK	OUR ORGANIZATION...
_____	_____	Always presents a professional image.
_____	_____	Clearly and consistently communicates our message.
_____	_____	Regularly demonstrates that we value our relationships (staff, clients, funders, volunteers, and donors).
_____	_____	Is perceived as a trusted community partner.
_____	_____	Always presents a consistent image online, in print, and in other media.
_____	_____	Has a reputation of performing all of our work with excellence.
_____	_____	Makes a significant impact in the community.
_____	_____	Regularly shares the impact of our programs and services with supporters.
_____	_____	Is valued for addressing critical community needs.
_____	_____	Is recognized as a leader among human service agencies in our community.
_____	_____	And its leaders are recognized for their honesty and integrity.
_____	_____	Is clear and unwavering in the values we embrace.
AREAS FOR GROWTH & DEVELOPMENT		STRATEGIES AND/OR RESOURCES

Seeing Your Organization Through Funders' Eyes

ACTION PLAN

PRIORITY 1 _____				
Goal	Action	Lead/Team	Resources	Timeline

PRIORITY 2 _____				
Goal	Action	Lead/Team	Resources	Timeline



Next Steps

- *Please locate the Action Planning Worksheet
- *What are the top two or three goals you have based on today's session?
- *What specific actions are needed on your part?
- *Who else need to be involved?
- *What resources are needed?
- *When will you complete this work?

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