



# Helping Your Local Network Grow: Opportunities for Collaboration and Support

*Corporate, Foundation & Government Fundraising*

Alliance for Response National Leadership Institute

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# What You'll Learn Today

- Who is asking
- How to approach companies for gifts
- How to approach foundations for gifts
- How to approach govt. agencies for gifts
- Where to go to learn more

# Who is asking?

- **Your Alliance for Response chapter?**
- **Your nonprofit or someone else's?**
- **Heritage Preservation, Inc.?**

# What are you asking the donor to underwrite?

If it's:

- **Materials/Equipment**
- **Food for trainings**
- **Site for training/meeting**
- **Transportation**

**Consider the 'non-ask ask.'** See if partners like your local city emergency management agency can host a meeting, thus obviating the need to solicit funds to cover the cost of refreshments and space.

# Corporations

- **Who wants to reach your market?** Disaster companies, insurance companies, law firms, etc. Check with peers in other regions for ideas.
- **In-kind gifts from manufacturers:** Don't forget to offer opportunities for corporate employee volunteers, and see if the parent company has a corporate giving office or corporate foundation.
- **Caterers, etc. in-kind:** Are you already a customer? If not, ask yourself what business this will generate for the donor?

# Foundations

Put yourself in the development director's place, then ask, "How can I help?"

- **Foundation board of directors:** Check lists of their foundation boards of directors and/or staff for contacts you may have.
- **Bring new prospects** to the table (see *Additional Resources* at end of this presentation.)
- Strengthen proposals with **community partnerships**, by being willing to **write up your program**, and by your grasp of **Memoranda of Understanding (MOUs)** and Letters of Agreement (**LOAs**).

# Government

- **Grants vs. Fee for Service vs. Loans**
- **Legislator breakfasts:** Stay top of mind
- **Alliance website:** Tool Kit-Sustain
- **As with foundations,** provide community partnerships, willingness to write up your program and MOU/LOAs.
- **Follow the instructions.**



# Remember the 'Great One'

*“You miss 100% of the shots you don’t take.”*

*Wayne Gretsky*



# Additional Resources

*(all free)*

- **Alliance for Resources Toolkit:** Look under “Sustain” tab.  
<http://www.heritagepreservation.org/AfR/ForumPlanningToolKit>
- **Regional Foundation Center:** <http://libwww.freelibrary.org/rfc/>  
Also Atlanta, Cleveland, New York, San Francisco, Washington DC
- **Philanthropy News Digest:** <http://foundationcenter.org/pnd/>  
subscribe for announcements of new RFPs, plus search for previous announcements to identify possible funders.
- **Guidestar:** To check 990 tax returns for prospective foundation funders to find out the gifts they’ve already made and for names of board members. <http://www2.guidestar.org/>
- **Valerie M. Jones Associates:** Resources tab:  
<http://www.vmja.com/resources.htm>