

2021 Board Retreat – Group Discussion Notes

How can we grow our core mission support?

- Based on amount of money you're looking for, you'll approach individuals and groups/organizations differently. The dynamic of the approach changes depending on that amount you're seeking.
- Focus more on the relationships, the knowledge you're spreading about the cause you're seeking funding for, and the money will follow that.
- Social interactions are important, and the focus should be on those 1-on-1 interactions to allow networking to happen more naturally and that relationship to grow.
- Remember to give back to our donors through holding events and making them feel valuable.
- Focus more on personal relations, use personal story-telling and make your pitch more impactful that way.
- Use your reputation among the individuals or groups you approach and your familiarity to add a personal touch.
- Prioritize local donors. (versus billionaire types). Put focus on youth-led or youth focus organizations and businesses as a missing voice. Also BIPOC-owned businesses. They may not always fund or donate but can also be great natural spokespeople within their communities.

How can we create meaningful relationships with our donors?

- Be cultivation focused, using experience with sales and focus on ongoing relationships, making an effort to be present in the donor's mind.
- Use mailers, phone calls, personal contact to keep ourselves relevant and use that relationship to be present in their minds when they have the opportunity to donate to an organization. Creates a likelihood that they'll at least consider us when donating somewhere.
- Use community connections to spread the knowledge of both the need and opportunity for donation. Help make people feel invested in our mission by spreading that awareness.
- Find ways to create connections where people can identify with and feel passionate about the project and the need.