



The Oasis Institute **Community Care Corps Sustainability**



Agenda

Welcome and Introductions | Sara Paige

Sustainability Strategies | Lyndsey Reichardt and Jo Flannery

- Current Trends
- How and where to find funders
- Grant writing
- Individual Fundraising
- Corporate sponsors and funders
- Unicorn money
- Integrating Marketing and Communications with Fundraising

Q&A | All

Wrap Up | Sara Paige

Housekeeping

- Please enter into CHAT:
Your name, organization and email address
We will use this later to send any follow up information related to this presentation only
- If you wish to receive the Community Care Corps newsletter, blogs and announcements please click the Stay in Touch button on our website: communitycarecorps.org
- Enter all questions into CHAT. Questions will be answered at the end of the presentation followed by additional Q&A if time allows



Introductions

Sara Paige, OT, PMP

Community Care Corps Project Manager

Lyndsey Reichardt, MPA, CFRE

Oasis Chief Advancement Officer

Jo Flannery, MA

Oasis Development Director

Lauren Finan

Oasis Development Coordinator



Current Trends

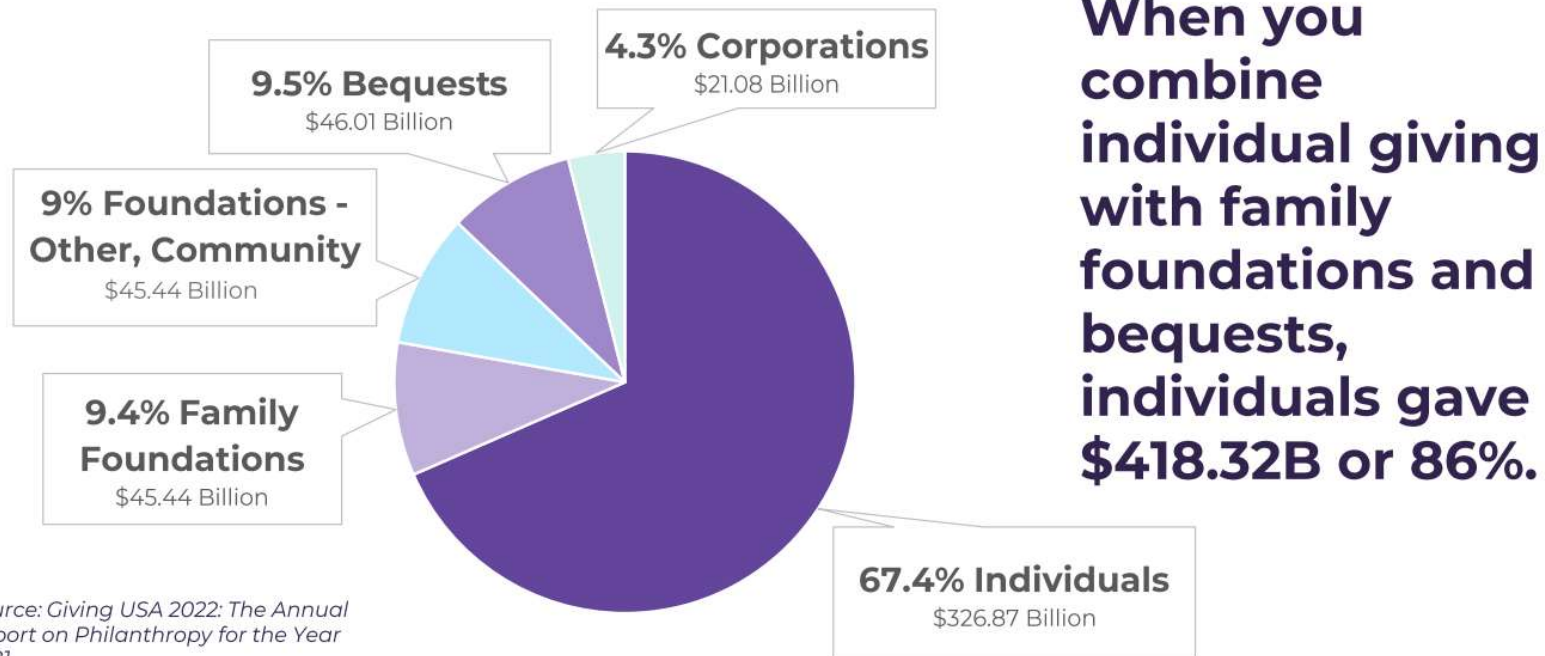
CHALLENGES

- Economic Changes
- Foundations refocusing
- Membership and foot traffic organizations
- Burnout
- Loss of staff and volunteers

OPPORTUNITIES

- More honest conversations
- More Trust-Based Philanthropy
- Increase in Legacy Giving
- Increase in Non-cash assets
- Collective Giving will Continue to Rise

What Does Giving Look Like in the US?



Finding New Funders

How?

Where?

Who?

Grant Writing and Grant Funding

DO

- Create a 'primary' grant application document.
- Try to speak with a program officer first
- Follow the directions – answer the questions!
- Be clear, concise and compelling
- Try to include testimonials
- Apply for multi-year grants when possible

DON'T

- Try to fit a square peg in a round hole
- Think you have to do it yourself
- Assume the reviewer will understand your acronyms
- Forget about ALL of the costs of your program
- Wait until the last minute
- Frame the proposal in term of your organization's needs

Individual Fundraising

Process: The Development Continuum

Ignorance → Awareness → Interest → Participation → Commitment → Ownership

Join the Marylen Mann Leadership Circle

Join Committees & Task Forces

Participate in Development & Fundraising Activities & Events

Participate in Focus Groups & One-On-One Meetings

Participate in Programs & Classes

Receive Invitations to Activities

Add to Mailing List & Receive Publications

Goal: Realize to the fullest extent possible the potential value of the donor over the course of his/her lifetime.

Strategy: Work to sustain donor relations over time by moving them as far along the development continuum as possible.

Method: Provide ongoing education, nurture direct personal involvement, and provide highly personalized quality services that continually exceed donor expectations.



Individual Fundraising

- Methods
- Target Audience
- Technology Needs
- Fundraising Resources

Corporate Sponsorship and Funding

- Types of funding
- What's in it for them?
- Explore non-monetary options

Unicorn Funding

- Trust-based philanthropy
- Individual Giving

Integrating Marketing and Communications

- Create an editorial calendar. Keep control!
- Talk to the program team – all the time.
- What type of content? Story Arc. Beginning/Middle/End.
- What style of content? Long form/Short form/Visual form. Re-purpose.
- Who are you talking to?
- Keep it simple. Always state the need.

How Oasis Can Support You

instrumentl

How to Request a Search

- Complete the Instrumentl Search Request Form (<https://forms.gle/nh5RvZEBXzpVMujQ7>)
- Requests will be pulled every Friday after 12:00 pm CT;
- Allow 10 business days for a response from the Community Care Corps Project Manager or Oasis Development Director;
- Results of the search will be sent to the contact person noted on the request form;
- Direct all questions to spaige@oasisnet.org or lfinan@oasisnet.org .

Questions We Didn't Cover Today?

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