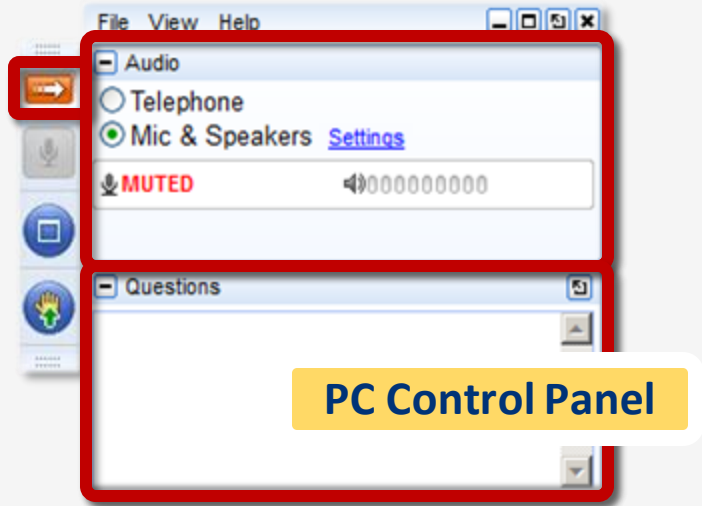




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Attendee Participation

Using your control panel...

Join audio:

- Choose “Mic & Speakers” or “Computer Audio” to use VoIP
- OR choose “Telephone” or “Phone Call” and dial-in using the information provided

Submit questions and comments via the Questions panel.

Note: Attendees are muted and your webcams are disabled (listen-only mode).

Harnessing the collective knowledge and passion of the Friends Grassroots Network & providing resources for future success on our National Conservation Lands.

Modules of Learning through which CLF will build capacity to do greater work.

Grassroots Advocacy

This module is designed to enhance organizational knowledge and capacity in policy and legal work.

Programming & Community Engagement

This module is designed to enhance partners' abilities to communicate and interact with their communities in culturally relevant ways.

Leadership & Non-Profit Management

This module invests in individuals to develop and refine their leadership capacity and organizational effectiveness.

Intended outcomes

- Stronger, more capable, confident and diverse leaders working to protect the National Conservation Lands
- A more powerful and resilient *network* of leaders
- A pipeline of effective, diverse, well-trained leaders for the conservation movement
- Individualized coaching of community-based, skillful change-makers

Training Resources for the Environmental Community
Presents:

Fundraising in Rural Communities



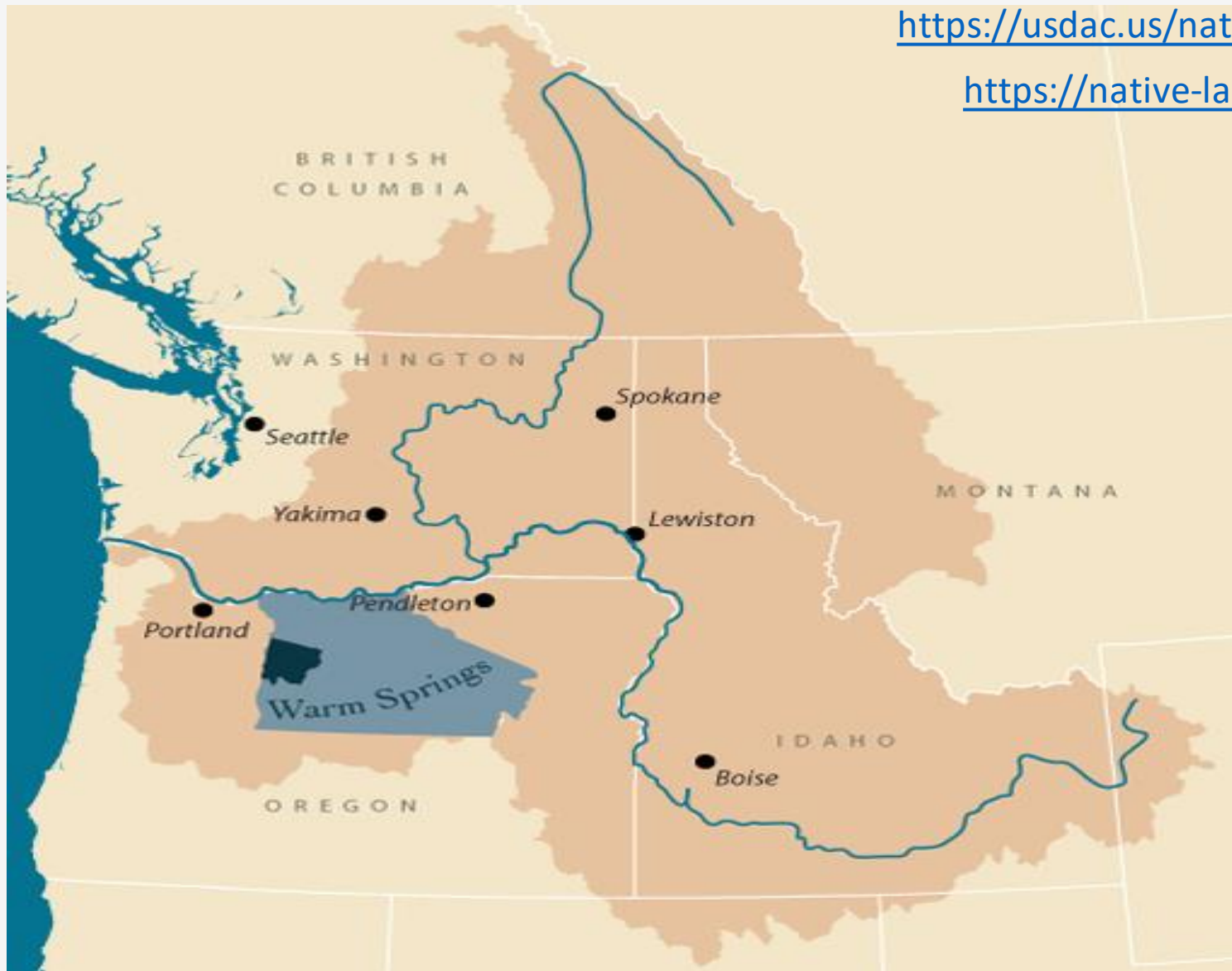
Presented by: Katie Davis

TREC Associate

March 10, 2020

<https://usdac.us/nativeland/>

<https://native-land.ca/>



Today's Agenda

- 2018 Giving trends in the US
- Broad characteristics of rural communities
- Assessing fundraising opportunities within rural communities
- Fundraising strategies for rural communities
- Notes from the field

Place your pin.



Considerations

There is no “one size fits all” approach to fundraising in rural communities

Important not to make broad generalizations when speaking about rural communities

US Giving Statistics

- Extreme wealth concentration, the wealthiest 10 percent of Americans now own 75 percent of all the wealth in the country. The wealthiest 1 percent own 48 percent.
- Younger donors do not appear to be replacing older donors. Young people are giving less to charity than previous generations.
- There is growing evidence that young people are rejecting institutionalized forms of giving. Millennials passionate about causes, but may not be passionate about nonprofits and charities.
- Giving by individuals declined in 2017 for the first time in 50 years. And again in 2018.

Rural Giving Statistics

Foundations

- From 2005-2015, 19 percent of the U.S. population receives 5.5 percent of large foundations' grant dollars
- Only 3 percent of the nation's foundation assets are located in rural areas

How much did Americans give in 2018?

\$427.71 billion

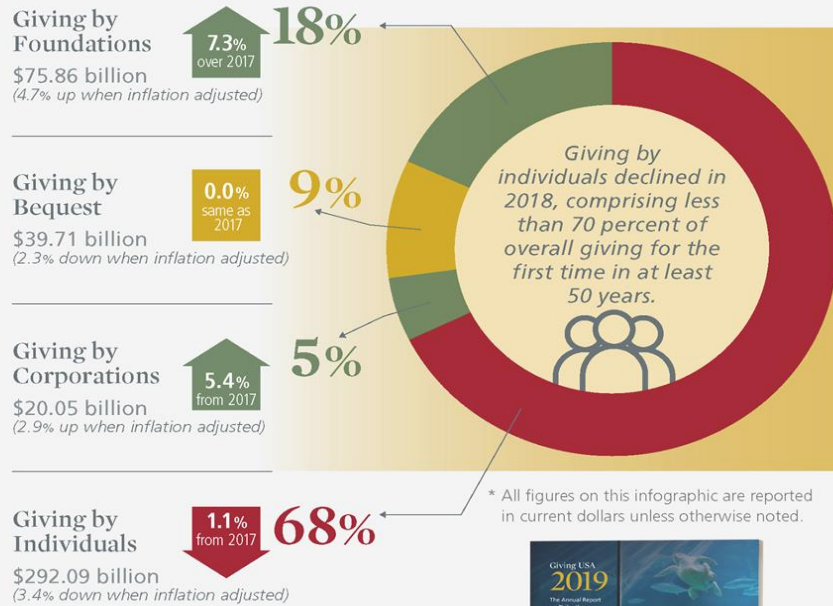
Americans gave \$427.71 billion to charity in 2018 in a complex year for charitable giving.

Giving to foundations decreased the most, after experiencing strong double-digit growth in the year prior.



Where did the generosity come from?

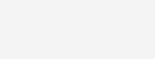
Contributions by source (by percentage of the total)



Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

Giving to international affairs showed the largest growth in 2018 of any sector.



	% of total giving in 2018	\$	% change from 2017	% change inflation adjusted
Religion	29%	\$124.52 billion	↓ -1.5%	-3.9%
Education	14%	\$58.72 billion	↓ -1.3%	-3.7%
Human Services	12%	\$51.54 billion	= -0.3%	-2.7%
Foundations	12%	\$50.29 billion	↓ -6.9%	-9.1%
Health	10%	\$40.78 billion	= 0.1%	-2.3%
Public-Society Benefit	7%	\$31.21 billion	↓ -3.7%	-6.0%
International Affairs	5%	\$22.88 billion	↑ 9.6%	7.0%
Arts, Culture, and Humanities	5%	\$19.49 billion	= 0.3%	-2.1%
Environment/Animals	3%	\$12.70 billion	↑ 3.6%	1.2%
Individuals	2%	\$9.06 billion	-	-

■ indicates growth in current dollars with a decline after adjusted for inflation

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2019: The Annual Report on Philanthropy for the Year 2018*.



Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on the generosity of Americans and related historical trends on U.S. charitable giving.



Year	2018	2017	2016
Total	\$427 billion	\$410 billion	\$390 billion
Individual Gifts	\$292 billion (actually down when adjusted for inflation 3.4%) 68% of giving	\$286 billion - 70% giving	\$281 billion – 72% giving
Foundations	\$75 billion up 7% over 2017 when adjusted for inflation	\$66 billion up 5% over 2016 when adjusted for inflation	\$59 billion
% of total to cons/env	3% of total = 12\$ billion	3% = \$11.83 billion	3% = \$11.05 billion

We are not so different you and me...

*MOVING FROM
TRANSACTIONAL...*

*TO
TRANSFORMATIONAL*



Community characteristics



- Geography and distance
- Cultural heritage
- Sense of place
- Smaller/Part-time populations
- History of resource extraction
- Disparity of resources

A shared destiny



Notes from the field

Thoughts from experts (like you) doing the work



Best things about working in rural communities

- Our community members are innovative and know how to do a lot with a little
- Our neighbors and supporters are passionate about the place we all call home
- We don't have a lot but we have people power- People pitch in when they need to
- We love the access we have to the outdoors and how excited people are to be in the outdoors

Best things about working in rural communities

- Close to our mission area - we live in the communities where our work takes place (place based); which gives us "clout"
- Rural communities are highly engaged in lands issues; they really care. (not always an asset, but best to think of it that way as there is potential to engage and find the common values we all share).
- Quality of life - most of us are here because of the place and the type of life living in a rural area as ecologically rich as ours affords. Just being able to look out the window or yard and SEE the places we work to protect is something I value!

Choosing the "right" strategies



Conduct an Assessment of Your Rural Area

- The place
- The people
- Finding support for your work

*Vernon Kahe, Hopi Educational
Endowment Fund*

*Craig White, Center for Participatory
Change*



The place

1. What's the geography? Landscape? Where do people live?
2. History of resource extraction? Is it still going on? Who made money from that and what is their current connection with the community?
3. What is the area's human history?

The people

1. What are the different racial, cultural, or ethnic groups in the area?
2. What is each groups culture around giving (time, skills, money, ideas)?

The support for your work

1. Who supports your work? Shares your values? Who doesn't?
2. What have other organizations done to raise funds in the area?
3. What is the greatest source of untapped opportunity in the area?

excellence
work life balance
rules honesty trust
integrity quality service
ethical teamwork success faith growth
innovation openess achievement
quality
conduct collaborate personal growth
accountability consistency
organisation participation commitment correctness

Strategic fundraising

- Address future needs of the community
- Engage people with your mission
- Personalize/segment messaging
- Take advantage of seasonal opportunities
- Explore partnerships with others

Track your data



Put it on paper



Fundraising Plan Template

XYZ's Fundraising Plan

Drafted by: _____

Fiscal Year: 2019

Date: 6/28/2019

Approved by: _____

*Note: The goal categories are hypothetical, for illustration only.
Adopt goals, strategies and actions that make sense for your organization at this time. Be realistic!*

TREC Fund Development Resource

STRATEGY	GOAL	FINANCIAL GOAL	KEY ACTION STEPS	WHO	WHEN	STAFF TIME	TOTAL STAFF HRS	NON-STAFF COSTS
Foundation Grants	Secure at least \$100K in foundation renewals	\$100,000	1. Submit reports to all current foundation supporters on time. reports within 2 weeks.	Helen	May	4-6 hrs	6	\$125
			2. Schedule calls with foundation officers to discuss.	Jen	Jan, June, Nov	4 hrs (each time)	12	\$0
			3. Discuss report and possible renewal.	Helen	Jan, June, Nov	2 hrs (each time)	6	\$0
			4. Submit all invited proposals by deadline.	Foundations	Apr, Aug	1-2 hrs (each time) for support	4	\$350
			5. Offer to meet to discuss each proposal submitted.	Jen	May, Sep	3-5 hrs (each time)	10	\$75
Total Staff Hours: 38			Total Non-Staff Costs: \$550		Financial Goal less non-staff costs: \$99,450			
New Member Acquisition	50 New Members at an average value of \$22.50 per member	\$1,125	1. Tabling at Earth Event	Staff/volunteer	May	1 hr	1	\$150
Total Staff Hours: 1			Total Non-Staff Costs: \$150		Financial Goal less non-staff costs: \$975			
Individual Membership Renewals	200 renewals out of 280 (71%) at \$22.50 per member	\$4,500	1. Do four (4) mailings to current members	Jen	Jan, Apr	6 hrs (each time)	12	\$800
			2. Call and follow up with unrenewed members	Board	Aug, Oct, Dec	7-9 hrs	9	\$100
Total Staff Hours: 21			Total Non-Staff Costs: \$900		Financial Goal less non-staff costs: \$3,600			
Major Donors	Secure 11 new major donors (over \$500/year): \$12,000	\$12,000	1. Research names of potential donors	Jen	Feb	6-8 hrs	8	\$250
			2. Send letters	Tom	Mar	8 hrs	8	\$325
			3. Call to schedule meetings	Jen	Apr	4 hrs	4	\$0



Notes from the field

Advice from experts (like you) doing the work



3 biggest challenges

1. It can feel competitive given the larger number of nonprofits and limited potential donors.
2. Conservation work can be a slow process, so we need to think creatively about keeping donors and supporters engaged.
3. Viewpoints and positions may feel polarizing. Look for opportunities to engage with all sides.

3 biggest challenges

1. Finding donors that connect to place-based work (not national in focus) from outside our community is challenging.
2. Finding foundation money that supports collaboration work which is critical to our success.
3. Supporters/Donors/Funders who live/embrace “do more with less” - not full understanding the need for general operating funds.

3 biggest challenges

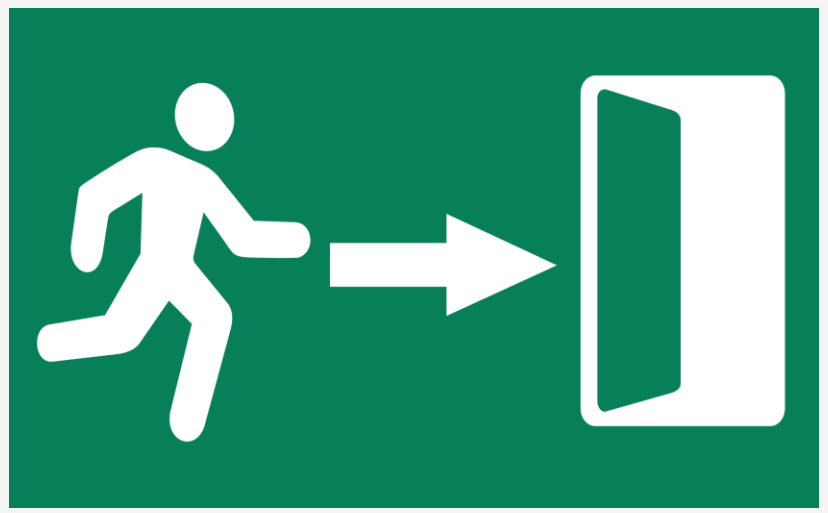
1. Lack of qualified personnel/difficult to get qualified people to move to rural regions for \$ paid
2. Being geographically isolated – from urban centers, a huge number of the people who use/recreate in our mission area, from being able to have face-to-face meetings with major donors and potential major donors and foundations folks and networking with other NGOs, etc.
3. Resistance to change – board, staff



Evaluation of this webinar

As you exit the webinar...

Please fill out our brief survey!





Questions?



How to Participate

Using your control panel...

- **RAISE YOUR HAND** if you would like to be unmuted to speak your question
- OR continue to submit questions and comments via the **Questions** panel.

Thank you for attending today's webinar! We will stay after to answer your questions, but feel free to exit the webinar if you need to go.