Strategies and Sustainability

Presented to You By:
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SUSTAINABILITY DEFINED

YOUR PLANS FOR KEEPING PROGRAMS AND ORGANIZATIONS RUNNING AFTER THE GRANT PERIOD HAS CONCLUDED
IDEAS FOR CONTINUATION OF FUNDING

- Grants from foundations and corporations
- Annual Campaigns
- Fees for Service
- Sale of Items or Activities
AN ANNUAL CAMPAIGN IS BEST DESCRIBED AS A CAMPAIGN CONDUCTED EACH AND EVERY YEAR FOR THE PURPOSE OF RAISING MONEY TO ASSIST IN PAYING A NON-PROFIT ORGANIZATION'S REGULAR, ONGOING EXPENSES.
GOALS OF AN ANNUAL CAMPAIGN

- Stimulate the contributions of unrestricted funds
- Raise an awareness and acceptance of the organization and its responsibility to raise money
- Develop a base of knowledgeable volunteers
- Cultivate prospects for future giving
Keys to Making the Campaign Successful

- Have a special event
  - Award Banquet
  - Bake Sale
  - Sports Tournament

- Train your volunteers

- Set goals

- Finish on Time

- NEVER BE AFRAID TO ASK!!!
YOU MIGHT BE FAMILIAR WITH.....
A Closer Look

90% of Boy Scouts and their parents agree or strongly agree that Scouting has helped the Scout learn new skills.

87% of parents agree or strongly agree that Scouting has helped their son have skills to solve problems when they arise.

84% of Boy Scouts and their parents agree or strongly agree that Scouting has helped the Scout become a better leader.

88% of parents agree or strongly agree that Scouting has helped their son use the Scout Oath and Law through their life.

On my honor I will do my best
To do my duty to God and my country
And to obey the Scout Law;
To help other people at all times;
To keep myself physically strong,
mentally awake, and morally straight.
A Closer Look

Please choose a level of commitment below:
Fair Share Gift: $150  □  Leadership: $300  □  Patron: $500  □
Golden Eagle: $1,000  □  Trailblazer: $1,500  □  Benefactor: $2,500  □  Other Amount: $__________________  □

*Investors at $500 and above receive a special edition "Sh Earl" collector's patch.

Donor Information
Name: __________________________________________  Pledge Signature: ____________________________
Address: ____________________________________  ____________________________________________
City: __________________ State: __________ Zip: __________
Phone: __________________ Email: __________________
Date: __________________ Matching Gifts Company: __________________

Method of Payment and Billing Schedule  Make checks payable to Atlanta Area Council. Your contribution is tax deductible.
Cash □  Check □  Single Billing □  Quarterly Billing □
Visa □  MasterCard □  American Express □  Discover □
Credit Card Number: ____________________________  Exp. Date: __________________
Affiliation: Pack __________________  Troop __________________  Crew __________________  District __________________
Fees for Services

Simply a Revenue Generator

• Fee Scale

• Revenue Plan
DETERMINE A REASONABLE FEE, THEN DETERMINE THE DONATIONS NEEDED IN ADDITION TO THOSE FEES TO REACH REVENUE GOAL
DETERMINE THE EXPECTED DONATIONS TO THE PROGRAM, THEN DETERMINE THE FEE THAT MUST BE CHARGED TO GENERATE THE REMAINING REVENUE NECESSARY FOR THE PROJECT
Sale of Items or Activities

Your organization might be able to set up a profitable sales program.

Examples include:
Gift Shop
Thrift Store
Educational Activities
Sell Publications
Concert Recordings
TIPS for Continuation Grants

- **SHOW THAT OTHER GRANT-MAKERS ARE INTERESTED IN THE PROGRAM**
- **EXPLAIN THAT LONG-TERM GOVERNMENT SUPPORT WILL BE AVAILABLE ONCE YOU’VE DEVELOPED THE PROGRAM**
- **SHOW UNDERLYING SUPPORT FROM A LARGER PROGRAM**
TIPS for Continuation Grants

• Demonstrate your organization's commitment to and experience with fund-raising.

• Use grant funds for activities and/or resources that have a life beyond the grant period.

• Coalitions that develop and implement projects collaboratively may have a better chance of sustaining projects.
QUESTIONS