

**Cleveland Clean Air Century Campaign
Integrated Fundraising Plan
DRAFT**

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Introduction

The purpose of this Integrated Fundraising Plan book is to provide the Campaign with detailed, step-by-step instructions to establish and manage an ongoing, successful fundraising program. Included are key topics, such as how to incorporate fundraising into the Campaign's strategic plan, several fundraising best practices.

Fundraising is a crucial function for every nonprofit organization as it provides the means to secure the resources needed—personnel, training and services—to fulfill the Campaign's mission and to operate successfully now and in the future.

About the Cleveland Clean Air Century Campaign

The CCACC began in 2001 with the establishment of a Working Group of community volunteers representing Cleveland's neighborhoods, businesses, environmental, educational, and governmental organizations. The Campaign's mission is to improve health in Northeast Ohio by reducing air toxics through voluntary, sustainable community efforts. The CCACC has already contributed to the quality of life for Cleveland residents by implementing an array of projects that improve air quality.

Role of the Funding Committee

One of the primary responsibilities of an effective funding committee is to ensure the fiscal viability of the organization.

Responsibilities

- To serve as a point of contact between funding sources and the committees
- To serve as a point of contact between the funding source and fiscal agent
- To coordinate the application process on behalf of the subcommittees
- To monitor the grant process and to ensure that all deadlines and requirements are met

The Challenge

As no sustained fundraising has been done to date, the Cleveland Clean Air Century Campaign develops strategies to ensure the fiscal viability of the organization and take deliberate action to raise revenue. Specific strategies include: expanding sources of support, marketing the Campaign in ways that will attract new money and strengthening the Campaign's ability to execute the fundraising objectives.

I. GOAL: To raise the determined financial goal for each fiscal year

OBJECTIVE: *Increase gifts from foundations and corporations*

Strategies include:

- a. Establish annual financial goals for corporate and foundation support.
- b. Research prospective corporate and foundation funding sources from the Campaign's available resources.
- c. Research the association of the Campaigns Working Group members and American Lung Association of Ohio's board members, friends and donors with other corporate and foundation boards to uncover prospective funding and to obtain any follow-up assistance for submitted grants.
- d. Strategize and submit proposals for programs that would be attractive to funders.
- e. Circulate among Working Group members, ALAO's board members, close friends and donors a list of foundations and corporations, including board lists, to which the Campaign school is planning or has already submitted proposals.
- f. Ask Working Group members, ALAO's board members, close friends and donors to identify any additional potential corporate/foundation funders to solicit.
- g. Make use of The Foundation Center's database on CD-ROM and FC Search Online to investigate possible corporate/foundation funding sources.

OBJECTIVE: *Develop a fundraising solicitation plan for foundations and corporations.*

Strategies include:

- a. Develop a report/proposal calendar for corporations and foundations.
- b. Identify at least 5 new prospective corporate and foundation funding sources a month.

- c. Create a general operating proposal for the Campaign.
- d. Submit letters of inquiry, program narratives and/or proposals as requested by the prospective donor.
- e. Follow up with the solicited institutions within four weeks.
- f. Coordinate potential corporate/foundation site visits to showcase projects that demonstrate the benefits of the Campaign.
- g. Plan a corporate and/or foundation event to familiarize institutional support prospects to the Campaign.
- h. Track the results of corporate/foundation solicitations and create a schedule to reapply to institutions that have declined in the past, but still express interest.

OBJECTIVE: *Cultivate relationships with current corporate/foundation partners.*

Strategies include:

- a. Send interim reports, final reports and other relevant materials for current foundation and corporate donors as advised by their requests and guidelines.
- b. Work with the Campaign's working Group to collect information to produce comprehensive and creative reports on specific projects.
- c. Write personalized acknowledgement letters whenever possible.
- d. Recognize and showcase the Campaign's powerful corporate/foundation partners through articles in the newsletter, website and/or annual report.

GOAL: Focus the school's branding and marketing for fundraising purposes.

OBJECTIVE: *Improve overall communications efforts to all constituencies who are considered prospective or current donors.*

Strategies include:

- a. Develop an advertising/PR campaign to include website, ads, direct mail and newsletter, as appropriate, to increase the Campaign's visibility with funders.
- b. Ensure communications to current and potential donors has a very clear and concise message for financially supporting the Campaign.
- c. Hold a monthly meeting to review/revise the communications plan as needed.
- d. Develop a monthly calendar for communications activities so the funding

team can anticipate and ensure its message is included.

OBJECTIVE: *Improve specific communications efforts to external constituencies.*

Strategies include:

a. Newsletter

- Focus the content, look and layout of newsletters to donor interests.
- Ensure at least two issues compliment fundraising efforts.
- Focus one story per issue on the impact the Campaign has made on residents.
- Take photographs at events and include them in the newsletter.

b. Information Packet

- Develop a packet with a fact sheet and creative materials on the Campaign.
- Regularly update and replace old materials with more relevant ones.

- Ensure that all materials included in the packet have the Campaign's logo/colors and reflect the Campaign's mission and successes.

- Update to enclose/remove time sensitive materials.

GOAL: Strengthen the controls and systems to support the fundraising and program efforts.

OBJECTIVE: *Ensure proper use of a database for fundraising efforts*

Strategies include:

- a. Develop acknowledgement and data entry policy and procedures.
- b. Ensure clean and accurate data entry.
- c. Ensure that *all* contributions are acknowledged within 72 hours of their receipt.
- d. Update acknowledgement letters at least twice per year.
- e. Ensure reply devices have an e-mail field to gather information as an additional means to contact donors.
- f. Ensure that all donor files are in good order and understandable.

