



Safe Communities America

Building Sustainable
Funding Relationships



2011 State of the Network: Survey Results

Applying for and managing grants and funds:
Headway Zone - 4.0

Coalitions are doing pretty well in this area but have potential to progress even further.



Target Zone (4.6-5.0)

- Coalitions currently excel in this area and need to focus attention on maintaining a high score

Headway Zone (4.0-4.5)

- Coalitions are doing pretty well in this area but have potential to progress even further

Work Zone (3.0-3.9)

- More effort is needed in this area to maximize the collaborative potential of coalitions

Danger Zone (1.0-2.9)

- Coalitions need to make a lot of improvement in this area



Roadblocks/Gaps?

What are some common roadblocks to sustaining Funder relationships?



The Questions

- Who?

- What?

- Where/When?

- Why?



- Why?

- Who?

- What?

- Where/When?



Identifying the WHY?

- Why should Funders donate?
 - Refine your case for support
- Why is this important? Why is this important to the Funder?
 - Share Stories
 - Impact/Results
- Why are the costs increasing?
 - Budget rationale



WHY: WIIFM?

As a Funder, what's in it for me?

- What kind of investment am I asked to make?
- What does my investment provide to the community?
- What does that provide to my business/brand/corporate objectives?



WHY: Value-Drivers

NSC and Safe Communities America provide:

- **A tangible commitment to safety** - allows partners to demonstrate their commitment to safety in support of their corporate values.
- **Safety content** - useful, research-based information, best practices and benchmarking data.
- **A connection with others** - meaningful, interactive opportunities to come together with others like themselves.



WHO: Who is Involved

- Who is engaged from the Funder?
- Who should the Coalition get to know?
- Who is involved with program delivery?
- Who is missing?
- Who else should be involved?
 - Does it warrant collaboration (Network, NSC)?



WHAT: Identifying Objectives

What are the objectives and how do they align?





WHERE/WHEN: Evaluation and Success

- Where is the program evaluation?
 - Does it determine outcome or output?
 - Where can my Logic Model assist?
- When is the program successful?
- Where/When do I communicate with the Funder?



Cornerstones to Sustainable Relationships





Build Your Plan

- Find a partner
- Identify one real funding relationship
- Create a sustainable relationship plan outline in the next **5-7 minutes**



Share Your Story



NLSD #122 PTO 5K Run
May 19, 2012





From *Inspiring Generosity*

“Your job is to **delight your donors**. That boring, vanilla, and yawner of a thank you note? It doesn’t reinforce the happiness they felt when they made their gift. Rather, it sends a message that you can’t be bothered.” --Social.Razoo.com



Thank You

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Resources

Funding Resources

- FoundationCenter.org
- GuideStar.org
- Chronicle of Philanthropy
- City Magazines, Local News and Radio sponsors



Resources

Expand Your Network

- Chamber of Commerce
- Rotary Club, Jaycees, Lion's Club
- Meet Up, LinkedIn



Resources

Fundraising Expertise

- Association of Fundraising Professionals
- Local Colleges
- Donors Forum: a resource for networking and education, information and knowledge, and leadership and advocacy on behalf of philanthropy and nonprofits in Illinois.