

Finding Funding and In-Kind Support in Your Own Backyard

Sierra Club Climate Action Conference — September 16, 2017

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With a great story about your project and a credible budget to support it in hand, your Climate Action Team is ready to fundraise.

LOCAL RESOURCES SUMMARY

Individuals
Businesses
Civic Organizations
Faith Communities
In-Kind Donations of Materials/Services
Special Events
Crowdsource Fundraising

IMPORTANT THING TO REMEMBER: Nonprofit organizations and their projects receive most of their funds from individual donors. For a local community project such as yours, this means your friends, neighbors, family members, business associates/colleagues who already know you and can benefit from your project's outcomes. Once on board with your project, they may want to help with outreach to their network of friends, etc. And so you have created an outreach/education campaign with ever widening circles of influence and support.

Individual Donors: Your Team Members' Immediate Circle of Family, Friends, Neighbors, Business/Faith and/or Civic Organization Associates...**KEY COMMUNITY LEADERS**

- Take a few minutes for each team member to brainstorm names (good opportunity to think about kinds of support each person might offer including \$, services, other.
- Then put the names up on a flip chart so you can all see them. There may be some duplication. List the kinds of support each person might offer. Discuss and identify any on the list who might be large donors or would be KEY LEADERS to engage
- How will you ask for contributions to your project? In-person meetings are most successful where you can share your story and answer questions. People give to people. An initial letter describing the project with a follow-up call for a meeting is a good process. Maybe two of you want to meet with the person...shows teamwork already under development.
- Identify who will make each ask.
- Agree on a deadline to make the asks. This should be no longer than 6-8 weeks.

Business/Civic/Faith Communities: From the brainstorm to identify Individual Donors, go to next circle — other sectors in your community. Brainstorm contacts, what materials/services they might donate, volunteer possibilities, local projects they already sponsor

- Local Businesses —
 - Banks — Community giving programs (may also host local family trusts)
 - Hardware Stores/Lumberyards/Energy businesses (solar, insulation, etc.)
 - Farmers/Plant Nurseries and Greenhouses/Restaurants (special events)
 - Realtors...National Association of Realtors) Maine grants in 2015-16 **ANDROSCOGGIN VALLEY BOARD OF REALTORS®, ME:** to support a Better Block aimed at revitalizing vacant properties. **MERRYMEETING BOARD OF REALTORS®, ME:** to support a workshop on the benefits of public investment in downtown. www.realtoractioncenter.com

- Civic Groups
 - Rotary Club (*"helps communities develop"*) Lunch speaking opportunity to share your project (*Funding, in-kind materials and services, volunteers*)
 - Senior groups — Speaking opportunity? (*Funding, in-kind materials and services, volunteers*) RSVP (Retired Seniors Volunteers Program)
<https://mainecenteronaging.umaine.edu/wp-content/uploads/sites/201/.../07-RSVP.pdf>
 - Chamber of Commerce (*help identify businesses that provide resources/ funding*)
- Faith Communities (*charitable giving, volunteers, members in business community*)
- Nonprofit Organizations (*possibility for partnership around funding/services/ volunteers Phippsburg CAT example*)
 - Maine Land Trust Network — land trusts in every Maine county
www.mltn.org (*volunteers/members interested in your project*)
 - Habit for Humanity (*Phippsburg CAT partnering/\$ and energy audit expert*) Several Maine locations from Bangor south.
 - Prominent nonprofit organizations to which team members belong — GET ANNUAL REPORTS with DONOR LIST

In-kind Donations of Materials and/or Services

- Sometimes easier to get than financial contributions from local community sectors
- Look around your community...what businesses/groups might help
 - Scout troop (volunteers)
 - High School environment club (volunteers/special events)

Special Events...Suppers, entertainment, silent auction, event related to your project's focus....

Example: community garden/food could have food related event

- Funding and education/outreach...Great way to introduce your project to your community while also raising some \$.
- Takes a lot of energy without big return in funds (generally)

On-Line Crowdfunding: indiegogo or Kickstarter (*don't have to be a 501(c)3 organization*)

www.indiegogo.com; www.kickstarter.com Set a budget goal, create video or PowerPoint of your project, fill out simple online form. They take a percentage of your funds raised (about 5%) and 3-5% for credit card/PayPal transactions. **IOBY** (ioby.org) — brings neighborhood projects to life with "crowdsourcing." (Maine example: Mt Desert Island... A Climate to Thrive)

New England Grassroots Environment Fund: www.grassrootsfund.org

Maine Philanthropy Center (USM, Portland/access to foundation information — work with Sierra Club Maine Chapter that has membership www.maine philanthropy.org)

Maine Community Foundation: www.maine cf.org County Funds/Community Development Grants

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