

Building and Launching an Effective Fundraising Program

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Matt Wasserman

- Founder & Principal MPW Strategies
- Fundraising for over 25 years
- Art Museum, CU Denver, charter school board
- Spend time with the family skiing, hiking, camping

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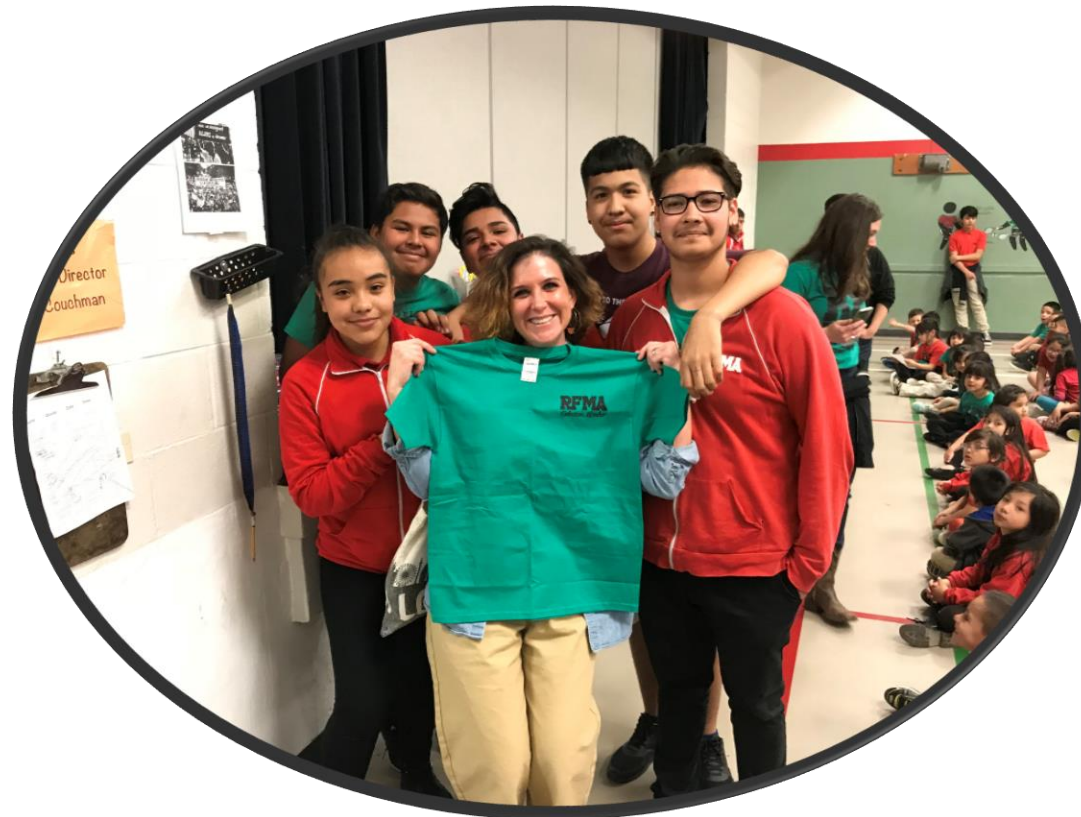
Rare photo of Wasserman in natural habitat

Kaye Taavialma



- Former charter school leader
- Secured BEST Grant for \$15.5M
- Raised > \$300K toward match
- Chaos Wrangler & Focus Finder
 - Board & Leader Coaching
- Bleacher-Bound Mom & Actor

www.kayescoaching.com



MPW Strategies Background

- *Over 75 years' fundraising & outreach experience*
- *Raised hundreds of millions of dollars building and enhancing fundraising operations*
- Comprehensive suite of fundraising and philanthropic consulting services that bolster nonprofits' ability to meet missions and propel positive change
- Models, approach, and systems to instill newfound expertise and confidence in you and your team's fundraising practices
- Culture and infrastructure enhancements to fulfill goals and mission for the long term
- Guidance to each organization's specific circumstances in a highly engaging, hands-on, specifically tailored approach

Our Clients



BOYS & GIRLS CLUBS
METRO DENVER



Agenda

The key elements of how school leaders and board members can build and launch a sophisticated, and far more effective, fundraising program.

1. The RFMA Story
2. Making a compelling and well thought out case
3. Motivating and engaging your base
4. Corporate partnerships
5. Connecting with community philanthropists

A New Building for RFMA

RFMA history

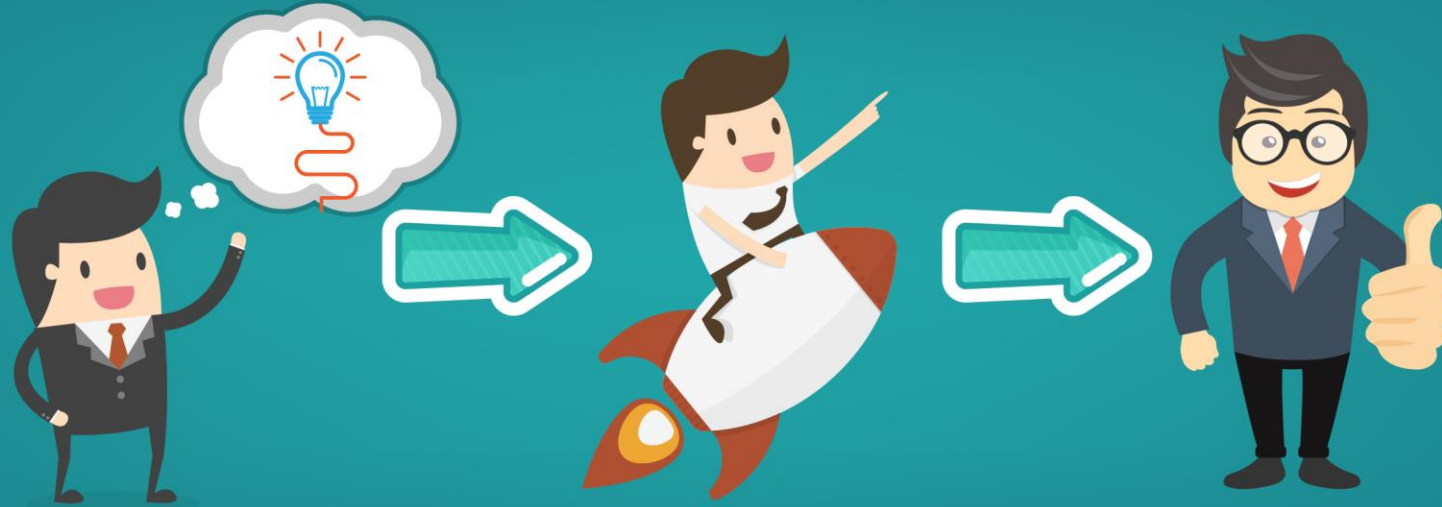
The opportunity: win a multi million BEST grant for a new facility

The challenge:

- Lack of fundraising infrastructure
 - No natural donor base
 - Non fundraising board
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- ***Building a focused concerted effort***



2. The Vision: Making the Case for Support



Dream Big

Set Goals

Take Action!

**Donors align their investments to the impact it will create.
In seeking this impact, they are drawn to a significant impact, big ideas, and compelling vision**

MPW Strategies guides organizations through a process to define a vision in alignment with the strategic plan or mission of your organization.

Vision & Case for
Support: *Donors align
their investment to
the impact it will
create*



What is the problem you are solving



What will happen if nothing is done



What is the consequence to society if nothing is done



How does your organization solve the problem



What does the future look like when the problem solved



... Join us in solving that problem..

2. RFMA Case for Support

MISSION STATEMENT

The RFMA Colectivo takes absolute responsibility to prepare all students for high school, college, and life – regardless of home language or background – by employing high expectations, a profound passion for teaching and learning, and an emphasis on social consciousness.

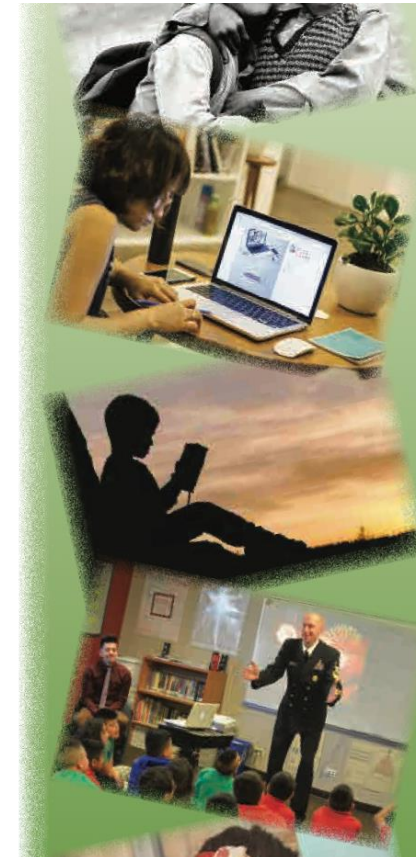
STUDENT COMMUNITY



OUR GOAL

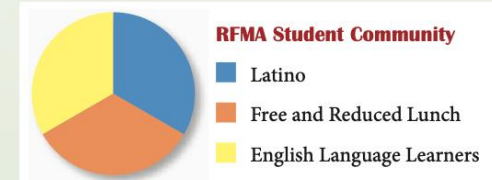


Constructing a new building that supports a safe, secure, and technologically engaging learning environment will provide our students with a more level educational playing field. It will assist in closing the education and tech gaps that drive wedges between our students and their more affluent peers. Access to a physical space that supports learning, instead of hindering it, is a very basic need. And



The words of our school's iconic namesake, Ricardo Flores Magón, still resonate today as we seek a better and more prosperous future for our students, affectionately known as Magonistas.

Just imagine the challenges facing young Latino students. Many of their families are first or second generation, typically originating from Mexico. Perhaps you remember life as a young student facing educational and economic inequities, apprehensive about your prospects.



Because our student population largely hails from neighborhoods in economic distress, a variety of stress-induced behaviors manifest. Research indicates that a safe learning environment is critical. As soon as you walk through RFMA's doors, you feel safe. This has become one of our fundamental mantras.

We believe deeply in the power of our culturally engaging curriculum as a lever of change in our students' lives. You can be assured that our exceptional teachers and staff, 70% minorities, work relentlessly to create learning opportunities that validate the heritage of RFMA students, integrating them into the school in a manner authentic to their culture.

2. The Vision: Making the Case for Support

Tell Your Story . . .

Appeal to a lot of interests

Demonstrate opportunity

Directly address reader

Change lives

Fear, hope, vision

Relieve pain

Goal is clear

Right a wrong

What are your top 500 words about

End injustice

Educate not an argument

Add to the world

Enchant, shock, in-list in cause

Give back

3. Motivating and Engaging Your Base

1. Create Engaging Personal Experiences
2. Demonstrate Impact
3. Multi Channel Approach



3. Motivating and Engaging the Base at RFMA

The RFMA Base

- Parents
- Teachers
- Students
- Other Stakeholders

Activities

- Events / Rallies
- Newsletter/Communication
- Meetings
- Provide Testimonials
- Crowdfunding
- Digital Engagement

3. Motivating and Engaging the Base

How would you
engage your base?



4. Corporate Partnerships

1. Conduct assessment of potential areas of investment
2. Conduct assessment of benefits
 - Recognition
 - Connection to audience of parents
 - PR/marketing opportunities
 - Creative
 - Develop sponsorship matrix
 - Value benefits – or have VPI and distribution
3. Develop year-round or multi year investments
4. Research potential corporate funders
 - Identify corporations that give to similar schools/institutions
 - Look at donors and parents for corporate connections
 - LinkedIn connections
 - Understand motivation for giving

4. RFMA Corporate Partnerships

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1. Verizon
 2. Hispanic Contractors of Colorado
 3. JK Industries
 4. Wells Fargo



4. Corporate Partnerships

- What benefits you could offer?
- What programs/areas to fund?
- Who are potential leads?

5. Connecting with Community Philanthropists

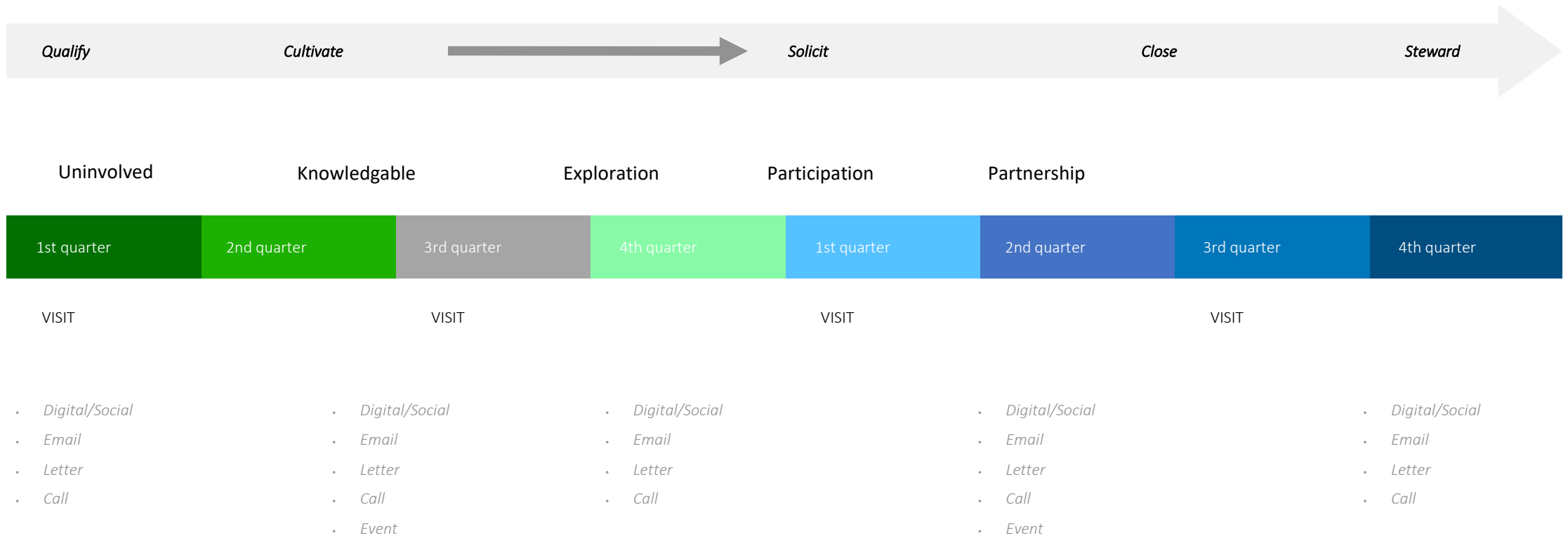
Finding the Donors

1. Research similar organizations – similar missions
2. Charter school advocates
3. Use data analytic tools
4. Board and volunteers

Connecting with Donors

1. Utilize board members and volunteers
2. Tours
3. Events (free)
4. Digital & Social media
5. House parties

5. Connecting with Community Philanthropists



5. Connecting with Community Philanthropists

- **RFMA**
 - Research
 - Like minded values/passion for school
 - Volunteer screening
 - Past donor screening
 - Knock down the door

5. Connecting with Community Philanthropists

How would you identify them?

How would you connect?



**Reflect on What
did you learn**

**Dream about
what else would
you like to learn**



Questions

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