



May 20, 2020 Virtual Meeting Notes

Fundraising Without Events Ideas

- Virtual bike pledge fundraiser - pledge per mile biked (team combined to "ride" from Plainfield to Florida - whole fictional story shared in blog posts about "sites" seen on the bike ride to help promote it)
- Union City Alumni - Remember, Care, Reach Back and Make a Difference campaign- snail mail and email campaign to alumni asking them to give supplementing the alumni assn banquet (see attachment)
- Virtual gala at home - raising funds for homeless and cheeky way to appreciate your own home by spending "gala time" at their home instead of out. HAND is the nonprofit doing it in Noblesville (for a # of years); learn more at <https://www.handincorporated.org/events/stay-home-for-hand/>; they do include a silent auction in the non-event.
- Monroe County school foundation did a stay-at-home gala 5-7 yrs ago - stay at home and read; invitation was done as a book; party packs/hats. Did in conjunction with New Year's Eve.
- Monroe County annually the first week in December does a silent auction online only/doesn't tie in with any live event. Use Bidding for Good. Has found restaurants are best ROI; hasn't had much success with art online because picture online doesn't usually do the art pieces justice
- Monroe County is brainstorming if they can pull off an online version of Pictionary/Win, Lose or Draw via Zoom. Key takeaway they want with a fundraiser is to have people together, but online.
- Another nonprofit is doing virtual game night where you pay (maybe a sponsor/team pays) to play. High school teacher helps with the technology side of it. Games include Yahtzee, Scattergories. For more information on how to play these games online (although doesn't cover the fundraising side of virtual games) is <https://www.techrepublic.com/article/6-best-zoom-games-for-some-virtual-face-time-during-the-coronavirus-pandemic/>.
- Other ideas for raising funds without events (even in non-pandemic times):
 - Annual campaigns asking people to give online
 - Volunteers offering to create giving circles
 - Online auction
 - Virtual Happy Hour – maybe with alumni and giving them a virtual tour of a new building or what the high school looks like now; sharing success of teams and clubs, etc.; inform of retiring long-time teachers (ask to donate in honor of their favorites)
 - Virtual walk/run – similar to bike-a-thon idea above. People complete the distances on their own and log their accomplishments. (The Advancement Center for Washington Township Schools turned their live one into a virtual one earlier this spring, I think.)
 - At-home fundraising dinners – smaller crowds, volunteer offers to have a dinner in their home and invites their friends and asks to donate to the foundation

- Virtual Movie Night – Use Netflix Party to watch simultaneously; ask people to pay the price of “admission” to the foundation as a fundraiser. Maybe involve local theaters several of which have arranged curbside pick-up of movie concessions, especially popcorn
- Virtual concert – maybe by a band from the school district that’s not able to play in restaurants/bars right now; or show recordings of high school music group performances
- Virtual Trivia Night
- Key is always to have a plan B as we don’t know what the future holds in terms of donors being able to give as in recent past and/or in-person events being allowed or if people are comfortable

Miscellaneous

- Mt Vernon using this time to look deeper into storytelling for the foundation for future fundraising
- Are schools willing to give alumni lists to the foundation for engagement/fundraising purposes?
 - Several indicated the school doesn’t have good, if any, records
 - Several schools don’t have alumni associations for their high schools
 - Strategies to build database of alumni included:
 - Parents that are still giving
 - Community news of where alumni are
 - Checking community directories like retired teachers group or country club directory
 - Check for alumni groups/classes on Facebook for leads; join those groups as you can
 - Check classmates.com for lists – may even be able to purchase
- West Lafayette Schools Education Foundation (not on call) does some work helping class reunions. If there’s a way for the foundation to help with a registration page that takes credit card payments, give foundation swag to be given away, etc. Teresa will try to get more information on what they do to share offline.
- Monroe County reported that a class contacted them about setting up an endowment that could offer a scholarship each year from the high school alumni group. Never came to fruition, but if foundation could start and reach out to those planning class reunions, opportunity to give back for alumni.

Board Accountability

- Question raised if others are seeing a shift toward volunteers willing to take on work the foundation needs done. Sometimes expressing that “staff can do it.” This was starting before pandemic, but obviously now many are finding additional responsibilities they don’t normally have taking more of their “spare” time.
 - Mt. Vernon shared that a local nonprofit has a self-assessment sheet at seats before each monthly board meeting. Members are asked to complete the self-assessment as a time for self-reflection and making board members think about their commitment level to the organization. (Example of assessment is included with the notes; if you want the Publisher file version, contact INAPEF)
 - Especially now, using more committees to get work done in smaller groups rather than with the full board. Reporting is done back to the full board, but smaller groups are easier to manage/get together.

- Intentionally setting the expectation that the organization needs your talent as a board member.
- Purposeful about a shift to a working board from operating the foundation more like a club in the past.
- Shifting to more purposeful board engagement can trigger turnover on board and that's not always a negative. Could be the "out" some board members who haven't been contributing/able to contribute as they first intended they need to give the foundation an opportunity to move forward.
- Give board members an opportunity to bow out gracefully