



Pre-Conference Training Webinar

Presenters

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Goals

- What to expect during the Funder Roundtables
- How to prepare for the Funder Roundtables

Ground Rules

It's important that everyone have a chance to participate in the roundtable discussions. To help facilitate a positive experience, the following ground rules will be implemented.

- Five rotations during the morning – 25 minutes each
- Two minutes per person to make their pitch
- Funder will provide a response to each pitch

Ground rules, cont'd

- All attendees must participate in a Pre-Conference Webinar.
- Seating limited to 7 nonprofit representatives per table per rotation.
- Pitches are limited to 2 minutes
- Paid registration and participation in Thursday educational sessions are required to participate in Funder Roundtables.

How to Prepare

- Define needs
 - What do you need most
 - How much
 - When you need it
- Research funders
 - Maximum of 5 prospects during the Funder Roundtables
 - Are you a match for the funder's giving profile?
 - Other sources: Foundation website, Grant Station, Foundation Center Online Directory, GuideStar

How to Prepare

- Prepare and PRACTICE your pitch!
- Five essentials:
 1. What problem does your organization seek to solve?
 2. Who are you (the speaker)?
 3. What is distinctive about your agency?
 4. What difference do you make?
 5. What do you need?

Problem you seek to solve

Complete the following sentences:

- “We work to...”
- “We do that by...”

Example: Rick Wahmias, Food Forward



https://www.youtube.com/watch?v=VQ2Xta_u2U0

“In January 2009, while walking my dog Scout around the neighborhood, I’d see pound after pound of citrus fruit rotting in driveways or carried off by squirrels. My neighbor’s tangerine trees were full, food pantries were empty. I got an idea. With a single volunteer recruited from Craigslist, from 20 feet up, I saw yard after yard of fruit unpicked. Three months later, Food Forward was born. Our motto: Harvest food, fight hunger, build community.


From that single backyard, we picked more than 800 pounds of citrus fruit, dropped it off at a local pantry, all handed out within the next 24 hours.

In the last 18 months, we have built a core of volunteers, hundreds wide, from all walks of life in Los Angeles, who in small picks and large, have harvested over one million servings of free fruit for the hungry.”

Who are you?

- Volunteer, board member, founder
- Why do you care about the organization? Why did you get involved?

Example: John Sullivan, BTS Communications



<https://www.youtube.com/watch?v=cSYz9Eu3BJk>

“My name is John Sullivan. I’m an Eagle Scout, and ex-convict, a recovered heroin addict and the founder and director of BTS Communications. We are the only advertising and social media agency housed within a drug treatment center dedicated to helping their residents recover by providing professional career training in the advertising and marketing field.”

What makes you distinctive?

- How are you different from similar organizations in approach, mission, etc.?

Example: Jill Bauman, Imagine LA



<https://www.youtube.com/watch?v=tj8zZq2sZLo>

Imagine LA

Presented by Jill Govan Bauman

“Did you know that in LA there are 8,000 homeless families? Remarkably, there are also 8,000 faith communities: churches, synagogues, and mosques. Imagine LA’s vision is to match each family with one faith community in such a way that the family permanently exits homelessness and the children thrive. $8,000 + 8,000 = 0$. A simple but powerful equation.”

What difference do you make?

- What does success look like for your agency?
- What evidence can you offer that you are successful?

Example: Meredith Curry, South Central Scholars

https://www.youtube.com/watch?v=7l_S7DbTZLM



“Our mission is to support students living in and around South Central Los Angeles in their pursuit of a college degree. Despite incredible obstacles, a select group of youth have embraced education as a way to change their lives.

These kids are motivated, intelligent, and dedicated to education, but because of inadequate preparation, resources, and support from home, the expected college graduation rate for them is still less than 50%. Our scholars graduate from college at a rate of 96%.”

What do you need?

- What do you need from this prospect?
- How will it make a difference to the people you serve?

Example: John Sullivan, BTS Communications



<https://www.youtube.com/watch?v=cSYz9Eu3BJk>

“To reach this vision, we need money: to pay for staff, cover intern education, and become sustainable. But I’m not here today to ask you for donations. I’m here to ask you to help us find 20 new nonprofit clients. We’re offering innovative and effective services that can help them spread their message, reach more donors, and magnify their impact—all at rates roughly 50% less than a for-profit agency. And in addition to that discount, we’re giving every one of our clients a special bonus, the bonus of knowing they’ve helped our interns recover from addiction and move forward with their lives, to successful professional careers.”

5 Things You Need to Answer

1. What problem does your organization seek to solve?
2. Who are you (the speaker)?
3. What is distinctive about your agency?
4. What difference do you make?
5. What do you need?



Questions and Answers