

Community Foundation Incentive Program

Your foundation is a catalyst for philanthropy and community improvement and has the unique ability to respond to community needs and opportunities. We're launching a new incentive program to inspire and encourage your board to take your fundraising, marketing and community engagement to the next level so that you can grow your local impact.

Community Foundation Incentive Program details:

- There are three categories: Structure; Fundraising & Marketing; and Engagement.
- Each category has a list of 5 tasks or activities you can choose to complete. If you complete 3 of the 5 items in a list, you receive \$500 to put towards a fund of your choice. That means you can earn up to \$1,500!
- If you complete all 5 items in all three categories, you will be entered into a random drawing to win an additional \$1,000!
- When you complete a category or the full list, email the completed check list to fundpartner@swifoundation.org. We are using the honor system - no "proof" is needed other than an email with the check list and a statement that you completed a category or the full list.
- Funds for completing items in each category will be disbursed as you complete each category. The \$1,000 random drawing will take place on Friday, June 6, which means that all items need to be completed by Monday, June 2.

Questions? Reach out to Jeff Vetsch at jeffreyv@swifoundation.org or (320) 583-6342 or Ivan Parga at ivanp@swifoundation.org or (320) 552-0592.



Structure

- Consistently use the Portal.
 - Update your board roster and keep it current throughout the year.
 - Submit all grants and expenses through the Portal and enter gifts into the Portal in a timely manner.
- Host an annual planning meeting with SWIF staff to elect board officers, establish a calendar for the year and decide on fundraising goals and strategy.
- Hold a minimum of 6 advisory board meetings annually (one of these should be an annual planning meeting).
- Update or create virtual presence, including your website and social media pages to make sure all information is accurate and to consistently promote grant rounds, fundraising initiatives, etc.
- Upload board minutes after each meeting using the new [Board Minutes Template](#). To use the fillable PDF template, download it and save it to your computer. The template can also be found in the Portal library.



Fundraising & Marketing

- Set ambitious fundraising goals and create a strategy to achieve those goals.
 - Fundraising goals should be SMART - Specific, Measurable, Achievable, Relevant and Time Bound.
- Participate in Give to the Max Day (find more details on the next page!)
- Send at least one fundraising letter. SWIF can provide donor lists and technical assistance. For fundraising tips, visit the Portal and view the Fundraising Guide.
- Send one donor communication in addition to the fundraising letter. This could include a second fundraising letter, an annual report, a grant highlight or a general newsletter.
- Publicize grant recipients online (social media, website) or in local newspaper.



Engagement

- Host a donor appreciation and/or grant awards event (or better yet, an event that includes both so the donors get to meet grantees)
 - If you host a fundraising event, use and submit the [Fundraising Policy template](#). The Fundraising Policy can also be found on the Portal.
- Attend at least one virtual SWIF hosted event. Virtual events will be hosted quarterly.
- Attend SWIF Fund Partner Training in Spring 2025. Two or more board members should attend.
- Participate in local community event to promote your foundation. Examples include walking in a parade, serving food at a summer picnic or having a booth at your community's festival.
- Create, host or sponsor an engagement opportunity where your foundation is the lead organizer or supporter. Ideas include sponsoring a Chamber event, hosting a golf tournament as a fundraiser, or leading a community event such as burger feed in the park.



We are excited to be participating in GiveMN's Give to the Max Day this year!

A few years ago, Southwest Initiative Foundation established our own internal online giving option. At that time, we moved away from using GiveMN as a platform for online donations. Since then, GiveMN has made some changes to their site and processes that make it easier to set up individual fundraisers for affiliate community foundations and to participate in Give to the Max Day (GTMD).

If your community foundation is interested in participating to GTMD on November 21, 2024, [please let us know by Friday, September 20](#) and we will work with you to set up an online giving page on GiveMN.

Letting us know by this date ensures that we can get all pages set up and ready to go by mid-October, which will allow participants plenty of time to get ready for the early giving challenges that start on November 1. If you choose to participate, SWIF staff will provide a suggested timeline for marketing, social graphics and sample social posts.

We encourage you to continue to use SWIF's internal online giving site for most online giving the rest of the year as the fees are lower and the information collected is connected directly to our database. The GiveMN option gives you the opportunity to participate in the excitement of an annual day of giving and be eligible for prizes awarded throughout the month of November and on GTMD.

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