

One Connection.
Unlimited Possibilities.
**SOUTHWEST INITIATIVE
FOUNDATION**

Lookin' Good

DIY Tips to Promote Your Foundation



Excellence. Accountability. Impact.™

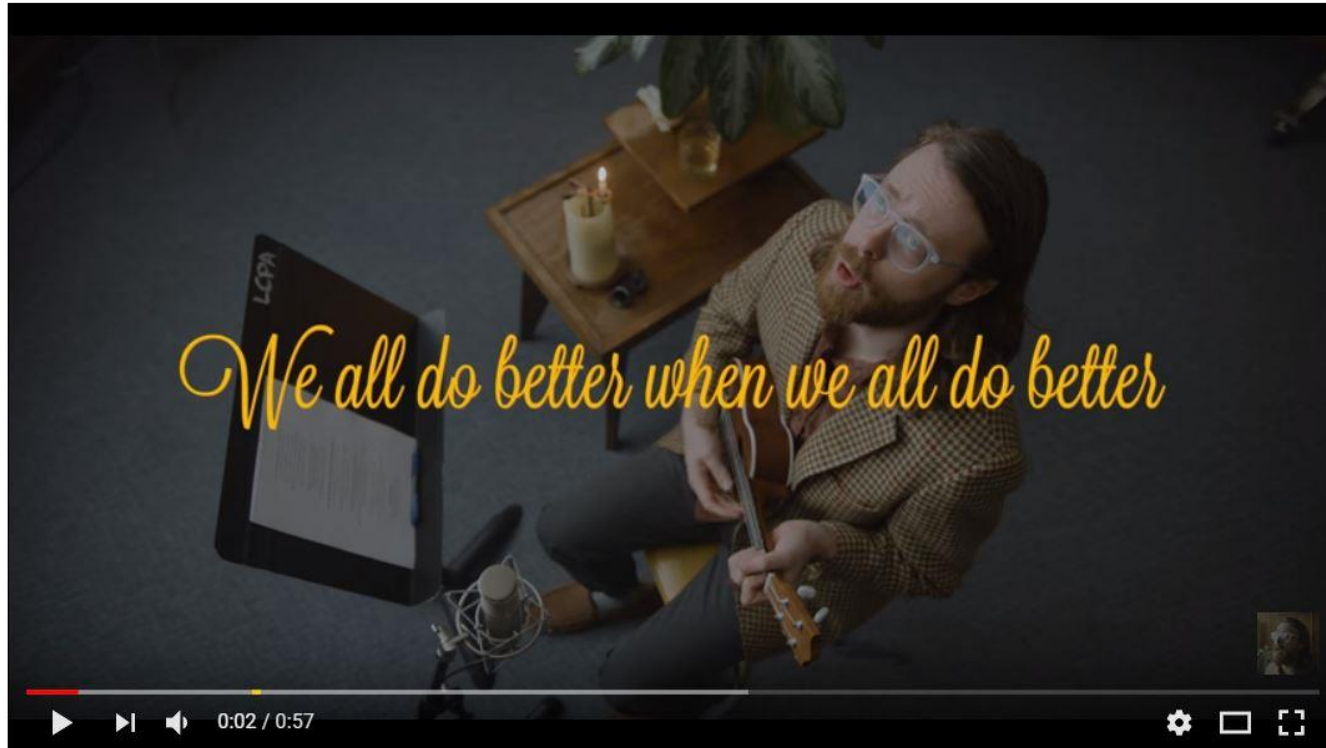
Confirmed in Compliance with National Standards for U.S. Community Foundations

An Equal Opportunity Provider and Employer

Share Your Thoughts



We All Do Better



We All Do Better When We All Do Better - jeremy messersmith

4,661 views

61 0 SHARE ...

Co-Branding Investment

- Creates clearer connection
- Maintains consistency
- Allows us to build powerful relationships
- Enhances credibility
- Creates a solid base for you to promote your great work!



Tools and Planning


- ☐ Strategy calendar is completed annually
- ☐ Logo and materials are up-to-date
- ☐ Brochures are updated, easy to read and have photos of people
- ☐ Memorial cards are visible – funeral homes, nursing homes, assisted living, churches, etc.
- ☐ Banner is up in public location daily
- ☐ Local signage is used – electronic, billboards, business windows
- ☐ Events hit different audiences

POP QUIZ

Who should receive a thank you?

- a. A recurring donor who gives \$15 a month.
- b. A major donor who gives a \$10,000 gift.
- c. A first-time donor who gives a \$50 gift.
- d. A regular donor who gives a gift to a special campaign like Give to the Max.
- e. All donors.

What Donors Want



A personal
and genuine
thank you

Get Unstuck

Next time, I'm sending you a cape.
Thanks for your superhero-sized gift.

Two words: Endless gratitude. Thank you.

You score phenomenally high in the kind-o-meter. Seriously, I checked.

Your version of shine is a search light.
Thanks for spreading so much good.

Thanks so much for putting up with our direct mail.
But even more, thank you for responding.

Ideas from *Shanon Doolittle* <https://razoofoundation.org/2012/07/22-delightful-ways-to-say-thank-you/>



SOUTHWEST INITIATIVE
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What Donors Want

Measurable results
before they receive
another request





2 / 10
donors



Bring Donors Back

Source:
The Fundraising
Effectiveness
Project (FEP)



SOUTHWEST INITIATIVE
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Marshall Community Foundation added 3 new photos.

...

November 19, 2015 · 🌐

What a great appreciation event last week! We got to hear from some of our grant recipients to hear how their grant from the MCF has benefited them. Thank you to everyone who attended. We appreciate your SUPPORT!



Share Your Grantees



SOUTHWEST INITIATIVE
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Good Giving Habits Start Here

BIO Legacy Founding Members			
Anonymous	F & M Bank Olivia	Rural Computer Consultants	John Baumgartner Family
Anonymous	Buboltz Acres, Inc.	Carol Setzepfandt	Dick & Gladie Hagen
Jim and Mary Page Family	In memory of Charles & Mary Glesener	Setzepfandt Trust	Roger Heller
In memory of George & Ruth Rauenhorst	Robert & Renae Saunders	Robert L. Thurston	
Platinum Level Donors - \$7500			
Paul & Carol Setzepfandt	F&M Bank Minnesota	\$7,500	\$7,500
\$7,500	\$7,500	\$7,500	\$7,500
\$7,500	\$7,500	\$7,500	\$7,500
\$7,500	\$7,500	\$7,500	\$7,500
Gold Level Donors - \$5000			
Saunders Mertens Schmitz, P.A.	Baumgartner Envirionics,	Robert L. Thurston	\$5,000
\$5,000	\$5,000	\$5,000	\$5,000
\$5,000	\$5,000	\$5,000	\$5,000
\$5,000	\$5,000	\$5,000	\$5,000
Silver Level Donors - \$2500			
Thurston, Inc.	Island Financial Planning	Sheehan's Gas Company	SWIF
Rob & Abby Thurston	Rob & Renae Saunders	Vern Prokosch	Corn Capital Innovations
\$2,500	\$2,500	\$2,500	\$2,500
\$2,500	\$2,500	\$2,500	\$2,500
Legacy Club 2016 - \$1000 Annual Gift			
Rob & Renae Saunders	Nathan & Geri Blad	Rob & Abby Thurston	David Torgelson
Rural Computer Consultants	Sheehan's Gas Co.	Paul & Carol Setzepfandt	Vern Prokosch
Neal & Brenda Prokosch	Bruce Prokosch	F&M Bank Minnesota	Island Financial Planning
Brian & Patricia Prokosch	\$1,000 per year	\$1,000 per year	\$1,000 per year
Thank you to all who have made a contribution to BIO Legacy Foundation's endowment!			



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Darwin: You've got mail!



IMPORTANT



SOUTHWEST INITIATIVE
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Gather More Friends



Have a dynamic member of the staff or board attend – your strongest networker, or your most charming, well-spoken representative.



Show a video, or talk about the organization's accomplishments during the event, albeit briefly. That way people leave with a clear sense of your mission.



Have a sign-in sheet.




Follow up on any great conversations and connections you made that night.


Social for Good


About

[Suggest Edits](#)

FIND US

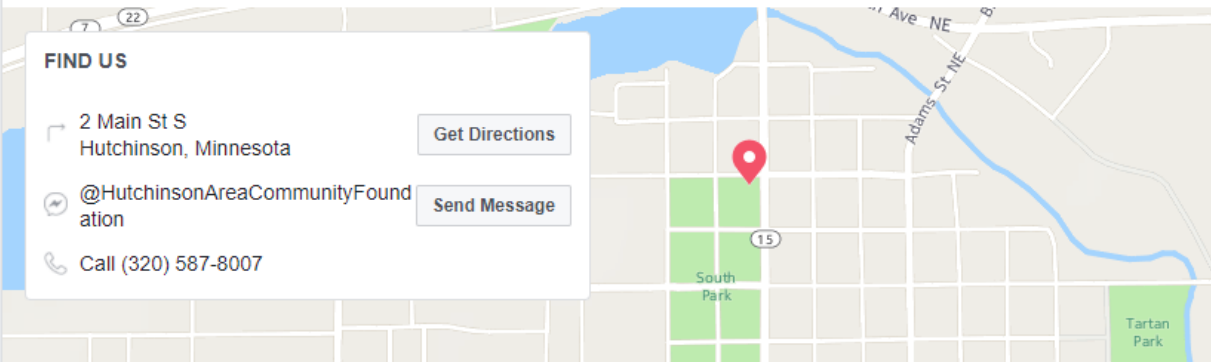
 2 Main St S
Hutchinson, Minnesota

 @HutchinsonAreaCommunityFound
ation


 Call (320) 587-8007


[Get Directions](#)

[Send Message](#)




BUSINESS INFO

 Founded in 1999


 Mission

The Hutchinson Area Community Foundation is a tax exempt 501(c)(3) non-profit philanthropic organization. It consists primarily of permanent and special funds from many donors which are given for the long term, diverse charitable benefit of the Hutchinson area.


MORE INFO

 About

Built by donors, the Hutchinson Area Community Foundation helps people, organizations, & businesses that want to improve our community now & in the future.

 Company Overview

Not for profit.


 General Information

The Hutchinson Area Community Foundation offers an excellent opportunity for any person to make a lasting contribution to the Hutchinson Area.




STORY


Built by donors, the Hutchinson Area Community Foundation helps people, organizations, and businesses that want to improve our community now and in the future. The Foundation serves as a vehicle for donors, helping them achieve their charitable goals. It also works with donors in the structuring of planned gifts which are beneficial to both the community and the donor. The Foundation gathers and m... [See More](#)


Open Grants on Facebook

**Hutchinson Area Community Foundation**
August 1 · 🌐


Be watching our page for details about our upcoming 2017-18 Grant Application process opening up the end of August. Please check back!


 Like  Comment  Share

 5 Chronological


**Hutchinson Area Community Foundation** shared their post.
September 13 · 🌐

Who do you know that you could tag in the comments and let know about this grant opportunity?
Who do you know you could share this with?
Please help us get the word out to potential applicants. #MuchinHutch


**GRANT APPLICATIONS NOW OPEN!**




Hutchinson Area Community Foundation
September 5 · 🌐 


Have you submitted your grant application yet?
Application deadline is October 7, 2017. We will notify successful applicants by November 13, 2017. Grant request...
[See More](#)

**Hutchinson Area Community Foundation**
August 24 · 🌐


We are excited to share that grant applications for 2017-18 are now being accepted! Application deadline is October 7, 2017. We will notify successful applicants by November 13, 2017. Grant requests should be for projects which promise a long-term benefit to the Hutchinson area and in the range of \$500-\$10,000. Print an application here: <https://www.dropbox.com/.../HUTCHINSONGrantApplicationForm.pdf> Please share! #MuchinHutch #Cause #grants #GrowOurOwn

**GRANT APPLICATIONS NOW OPEN!**




 Like  Comment  Share


 7 Chronological






4 Shares


**Hutchinson Area Community Foundation**
October 13 at 11:35am · 🌐

Thank you to all the groups who submitted grant requests. It is inspiring to see all the ideas and progress aimed at keeping our community thriving. We will be reviewing applications and letting recipients know later this month.




 Like  Comment  Share


 Hutchinson Area Community Foundation and 3 others


 Write a comment...    

**Hutchinson Area Community Foundation**
October 6 at 10:50am · 🌐




Just a quick reminder that the deadline to submit an application for our 2017-18 grants is tomorrow! Please make sure you get them in.


 Like  Comment  Share


 Hutchinson Area Community Foundation

**Hutchinson Area Community Foundation**
October 2 at 9:03am · 🌐

This is the last week to get your grant application in. Deadline is Oct. 7th. Details on our FB page.

 Like  Comment  Share

 Hutchinson Area Community Foundation

**SOUTHWEST INITIATIVE
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Social Media Breakfast

Social Media Breakfast Central Minnesota (Hutchinson)

Social Media Breakfast Redwood Area (Redwood Falls)

Social Media Breakfast Rural Connection (Worthington)

Social Media Breakfast Willmar Area (Willmar)

Social Media Breakfast Windom Chamber (Windom)



In Print and On Air



NEWSMAKER GUEST SCHEDULE

FRI, OCT 20

AUTISM WORKSHOP
Linda Mathiasen

MON, OCT 23

ST. MATTHEW'S BAZAAR
Darlene Wendroth

TUE, OCT 24

"JOSEPH & THE AMAZING TECHNICOLOR
DREAMCOAT"
Sara Dollerschell

WED, OCT 25

"WE SCARE HUNGER" EVENT
LHS & LMS Students and Chelsea Brown

THU, OCT 26

TOAST TO AUTUMN
Alex Carlson & Marcia Provencher

FRI, OCT 27

LET'S GO FISHING
Jim Gauss

TUE, OCT 31

"JOSEPH & THE AMAZING TECHNICOLOR
DREAMCOAT"
Sara Dollerschell

WED, NOV 01

HOSPICE MONTH
Ecumen of Litchfield Hospice Members



MON, NOV 06

OPERA HOUSE CRAFT FAIR / BABY SHOWER FOR FIRE
VICTIM FAMILY
Darlene Kotelnicki & Betty Allen

TUE, NOV 07

HOSPICE MONTH
Ecumen of Litchfield Hospice Members

THU, NOV 09

HOME BASED BUSINESS HOLIDAY SALE
Bev Barrett

“The Magnificent Seven”



Follow these helpful reminders to...

- Raise more funds
- Maintain a positive reputation in your community
- Strengthen your advisory board
- Accomplish more good stuff

1. Repetition is OK...and necessary!



2. Put your logo and mission on everything!



3. Show what you support.



4. Thank your donors every chance you get!



5. Don't be afraid to spend some money...it comes back!



**SOUTHWEST INITIATIVE
FOUNDATION**

6. Your board doesn't need to do everything. Look for local, professional services to help you.



7. Remember your partners at Southwest Initiative Foundation!



Karen Grasmon



Marie Zimmerman

Questions and Discussion



SOUTHWEST INITIATIVE
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