

June 16, 2021

To: TSIC Manatee Board Members

From: Laurey T. Stryker, Fundraising Chair

Subject: Donor Development Committee Report

Anne and I have been working on fundraising goals to include in the FY22 budget.

For background, I wanted to explain the donor programs, strategies and awareness approaches we've been using over the past two years. A number of you have been directly involved but we also have many new Board members. Your feedback, ideas and observations would improve these plans and approaches.

Like you, I've been on Boards and wondered what I can do other than to write a personal check. But, I've put in **red** the many ways you can share the passion you have for our TSIC scholars and our shared intent to have more Manatee kids benefit. That's the most important gift you can enthusiastically offer.

## A. Donor Programs

These are the four donor programs we are using to raise annual funds and secure future support. Sustaining donors is job one while continually connecting with new prospective supporters is ongoing.

1. Corporate Partnerships -- \$1000+ annually
2. Foundation and governmental grants
3. Mission Makers – Individual Gifts \$50+ annually
4. Mission Makers Legacy Circle – estate giving

In addition, we have a Give an Dollar: Launch a Scholar partnership with the Manatee School District which promotes a payroll deduction to support TSIC Manatee.

Strategies:

- Sharing our story – the program results, success and accountability, state 1:1 matching for scholarships

-Identify and promote matching programs that increase individual giving including the annual Giving Challenge and the [Flanzer Matching Program](#).

-Partner with scholarship funders/programs that understand the value of working with TSIC because of the state 1:1 matching program and our student success model including mentoring, support and accountability. (Example: Manatee Community School). **Board members** may know scholarship programs that might consider partnering with us.

-Understand and connect donors to information on ways to give through IRA's, estates

-Corporate Partnerships: link future workforce needs with our TSIC program, connect our students to internships and jobs/career development opportunities. We have 216 high performing students in college – many in high demand majors.

**Board members** have been key source for introductions and company support, for example, Suncoast Credit Union, Bealls, Blalock Walters, BankAmerica Foundation. **Anne H. continually cold calls businesses but Board connections help open doors more effectively.**

Share program successes and reinforce TSIC workforce benefits with corporate partners for sustainable and increasing support. **Board members** can be very effective in sharing their experiences and why they are involved with TSIC.

-Foundation and governmental grants: formal applications to foundations within grant guidelines (examples: Kiwanis Foundation, Bishop Parker, MCF). We receive government grants from State TSIC and the Manatee School District. We believe that this is an area for expanded efforts – Anne has funding request for grant writer to area foundation. **Board** knowledge and connections to these sources are needed to increase success.

-Mission Makers: reach out to friends of TSIC especially mentors and former mentors, board members and former board members. **Board** giving sets example for donors and foundation support. Sustain support and engage new donors. **Board** members can arrange a lunch, small gathering to share TSIC success and goals. The program sells itself with Anne and staff effective communication.

We are working with donors to consider funding named scholarships (\$10,000 per scholarship). We have 18 named scholarships to date – 8-10 per year. Connecting a specific student to the donor's support is powerful. The majority of these donors continue to add a new scholar annually. **Board members** may be interested in this option or know others that would consider.

-Mission Makers Legacy Circle: Engage mission makers in long term estate commitment to assure future students benefit as TSIC scholars. Grow the Circle from current 11 to 50 over next 5 years. This support will sustain and grow the program into the future. **Board members** set example by becoming Circle members and invite others to consider. An annual February event brings together Circle members and those interested in considering.

## B. Building Awareness and Donor Stewardship

While we are not using events as part of our current fundraising strategy, there is still an important role for them to build awareness and create stronger bonds with donors and mentors. There are natural events from new scholar gatherings and student graduations that offer emotional connections with our TSIC supporters. Additionally, I would recommend an annual gathering of our larger donors to thank them for their support. This year perhaps that would be late January, 2022 and in the fall for the future. **Board members** can help shape stewardship approach to best recognize and celebrate our donors.