

# AFFILIATE VIRTUAL SESSION SERIES

2020 VIRTUAL PLANNING SERIES

## 02 FUNDRAISING

AUGUST 21, 2020

CAREER DIRECTIONS FOR STUDENTS IN ARCHITECTURE, CONSTRUCTION AND ENGINEERING







# WELCOME

## WELCOME AFFILIATES

- All attendees are in listen only mode for the presentation.
- This webinar is being recorded.
- We will do our best to answer your questions. We will compile the questions and will develop a FAQ document.
- Reach out to your RD with any additional questions or concerns.
- **THANK YOU!**

**#acementorprogram**





## VIRTUAL FUNDRAISING

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### VIRUTAL EVENTS

### FUNDRAISING 101

Day of Action

### AFFILIATE EXAMPLES

ACE Austin, TX

ACE Boston, MA

### Q&A

DIANA EIDENSHINK, PRESIDENT

STEPHANIE MCNEELY, DIRECTOR OF DEVELOPMENT

TIFFANY MILLNER, DIRECTOR OF COMMUNICATIONS

ALLISON WILSON, BOARD CHAIR

JEN FRIES, EXECUTIVE DIRECTOR

PAULETTE DALLAS



# FUNDRAISING PLANS

## **VIRTUAL FALL**

- ACE affiliates have historically been event focus for fundraising.
- Events should be part of the fundraising plan.
- Perfect time to develop new approaches to fundraising.

## **VIRTUAL EVENTS**

Golf Outing

Trivia

Wine Tasting

Walk-a-thon





## VIRTUAL EVENTS

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### WINE TASTING

#### **BOTTLE NATION**

- One Hour Wine Tasting Event (event can be longer)
- \$80 per box of wine (4 people)
- No event fee
- Cannot ship to certain states







# EVENT GUIDELINES

- All events must be virtual and must be listed as a virtual event on all literature.
- All literature must have a disclaimer that any participation is at the attendee's own risk.
- All literature must include statements that all CDC and governmental requirements will be followed including but not limited to wearing of masks, availability of hand sanitizer and social distancing.
- Every participant must sign a waiver.
- Virtual check-in.
- No large gatherings or general meeting areas.
- No giveaways.







## FUNDRAISING DURING A PANDEMIC...SOME THOUGHTS:

### 1. PERSIST.

Just because we are thinking about ACE all day, every day, does not mean that our donors are too. Helpful reminders, requests for donations, and updates on ACE programming should be part of a regular communications strategy. Every day can be #ACEDay!

### 2. THE MOMENT IS NOW.

There is no “perfect moment” to raise money. There is no such thing as a time when all possible factors are in your favor. Now is the time.

### 3. BE PREPARED.

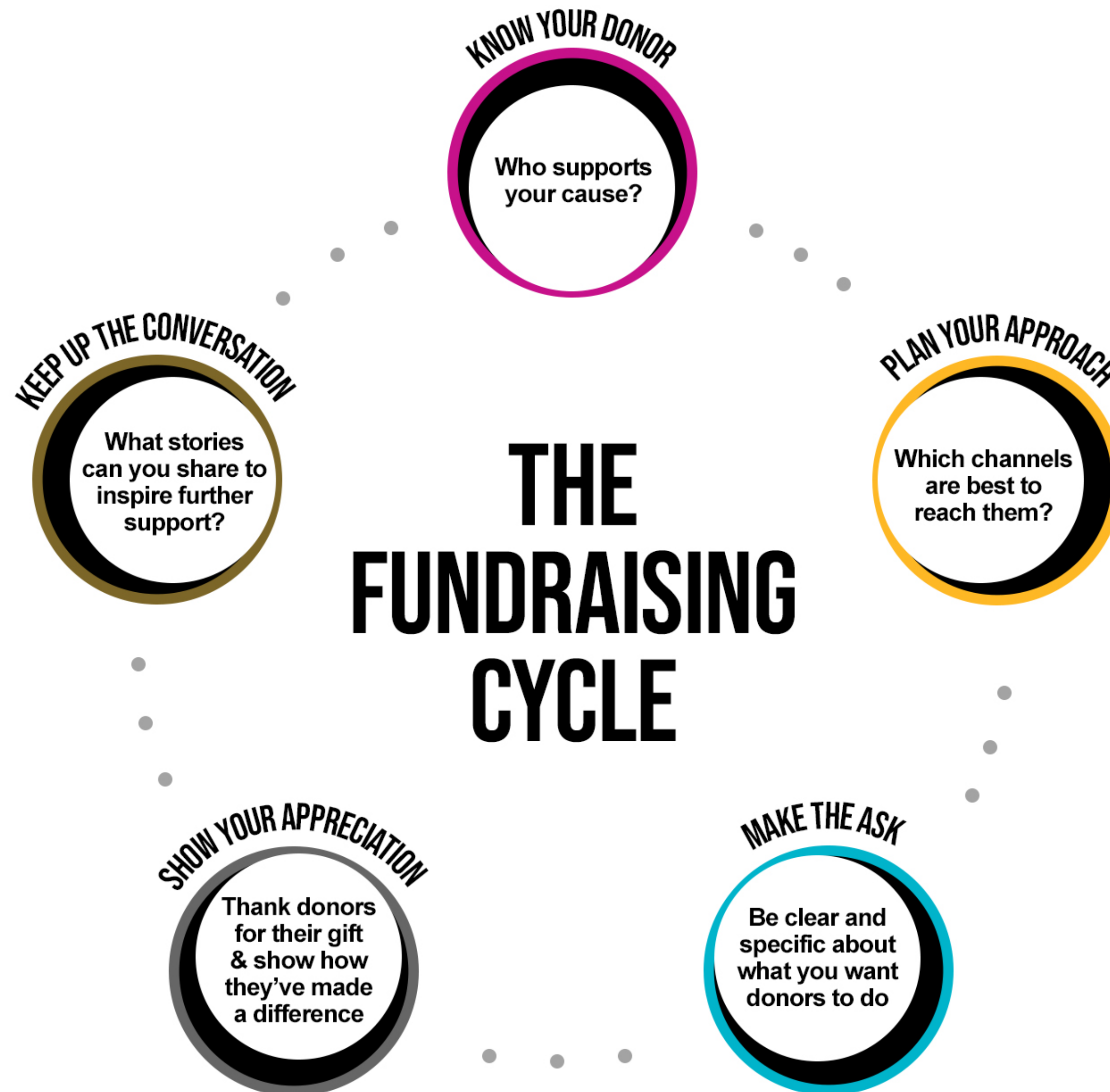
Have a solid plan, but also keep it flexible. More on this later.







# FUNDRAISING 101







## IS YOUR INFORMATION UP TO DATE?

- Correct links to mentor and student registration
- Ensure your affiliate webpage is current and updated
- PayPal link or other means to accept donations
- Updated email list of constituents and most recent contact information



## ENGAGE DONORS ON SOCIAL MEDIA!

- Be sure to tag your mentor and donor firms on social media
- Follow/Like your local sponsors, partners, board firms, schools, etc.
- Updated email list of constituents and most recent contact information
- Prepare, plan and draft your social media content for posts ahead of time
  - they can take longer than you think to create!







# DAY OF ACTION

A CALL TO SUPPORT YOUR LOCAL ACE AFFILIATE

AUGUST 25

#ACEDAY2020

STUDENTS  
MENTORS  
SPONSORS  
SCHOLARSHIPS  
VOLUNTEERS  
INTERNSHIPS  
STUDENTS  
MENTORS  
SPONSORS





# Case Study: Austin

- Founded in 2015
- 2015-2016 Fundraising Goal: ???
- 2019-2020 Fundraising Goal: \$100,000
- 2020-2021 Fundraising Goal: \$105,000



**ACE MENTOR PROGRAM**  
ARCHITECTURE • CONSTRUCTION • ENGINEERING

## **2016-2017 Donor and Sponsor Information Sheet**

### **Cornerstone Sponsor - \$5,000**

Donors willing to sponsor at the Platinum level can allocate the funds to a \$2,500 Named Scholarship if they choose.

### **Platinum Sponsor - \$2,500**

Donors willing to sponsor at the Platinum level can allocate the funds to a \$1,000 Named Scholarship if they choose.

### **Gold Sponsor - \$1,500+**

### **Silver Sponsor - \$1,000+**

### **Bronze Sponsor - \$500+**





# ACE Austin Events

## THE ACE MENTOR PROGRAM OF AUSTIN

invites you to:

the second annual **ELEVENxSEVENTEEN ART EXHIBIT**  
*and silent auction, featuring live music, food and drinks*

All proceeds from the auction will help support scholarships for high school students enrolled in the ACE Mentor Program of Austin.

### GENSLER

212 Lavaca St. Suite 390, Austin TX 78701

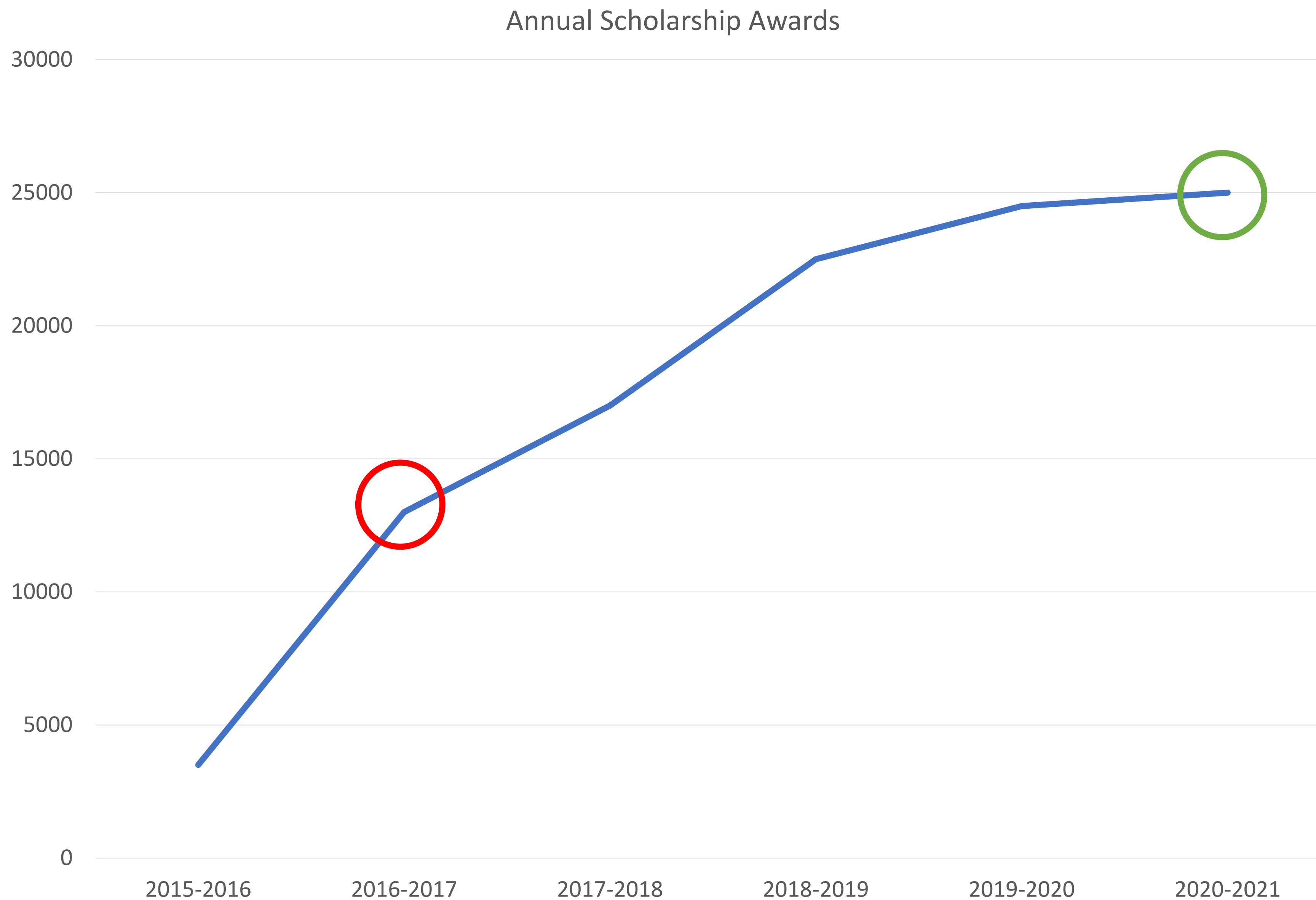
6:00 - 8:30pm Wednesday 03/08/2017

**\$20,000 net proceeds**





# ACE Austin Annual Scholarship Awards







# ACE Austin Annual Recruitment



**460%**

student recruitment  
growth in five years



# ACE Austin Events



ACE MENTOR PROGRAM

## TRIVIA NIGHT


PUT THE FUN IN FUNDRAISING  
\$25 TICKET INCLUDES TRIVIA + FOOD + OPEN BAR

**10-17-19**

6:30 - 9:30 PM

HOPS AND GRAIN BREWING

507 CALLES ST #101. AUSTIN, TX 78702



## ACE IN THE HOLE 2.0

SAVE THE DATE  
to our 2nd Game Night Fundraiser!

Zilker Brewing Co.  
Monday, April 9, 2018  
6:00 - 9:00 PM  
More information to follow

ACE Mentor Program  
of Austin





# 2019-2021 ACE Austin Fundraising Levels

## Underwriter

\$10,000 +

Support our program in a highly impactful way, and help mentor students toward a career in the A-C-E industry.

## Cornerstone

\$7,000 + with \$3,000 allocated to a named scholarship.

Support 8 students through a year of curriculum.

One student will receive \$3,000 toward a scholarship in your company's name.

## Platinum

\$5,000 + with \$2,000 dedicated to a named scholarship.

Support 6 students through a year of curriculum.

One student will receive \$2,000 toward a scholarship in your company's name.

## Gold

\$3,000 + with \$1,500 dedicated to a named scholarship.

Support 3 students through a year of curriculum.

One student will receive \$1,500 toward a scholarship in your company's name.

## Silver

\$1,500 + Expand our reach. Support 3 students through a year of curriculum.

## Bronze

\$500 + Make a difference. Every \$500 supports 1 student through a year of curriculum.



# ACE Austin Finance by the Numbers

**\$105,000**

annual fundraising goal

**\$25,000**

annual scholarship distribution

**\$25,000**

operating capital to start the year

**\$15,000**

growth fund

**\$40,000**

savings for scholarships not yet distributed

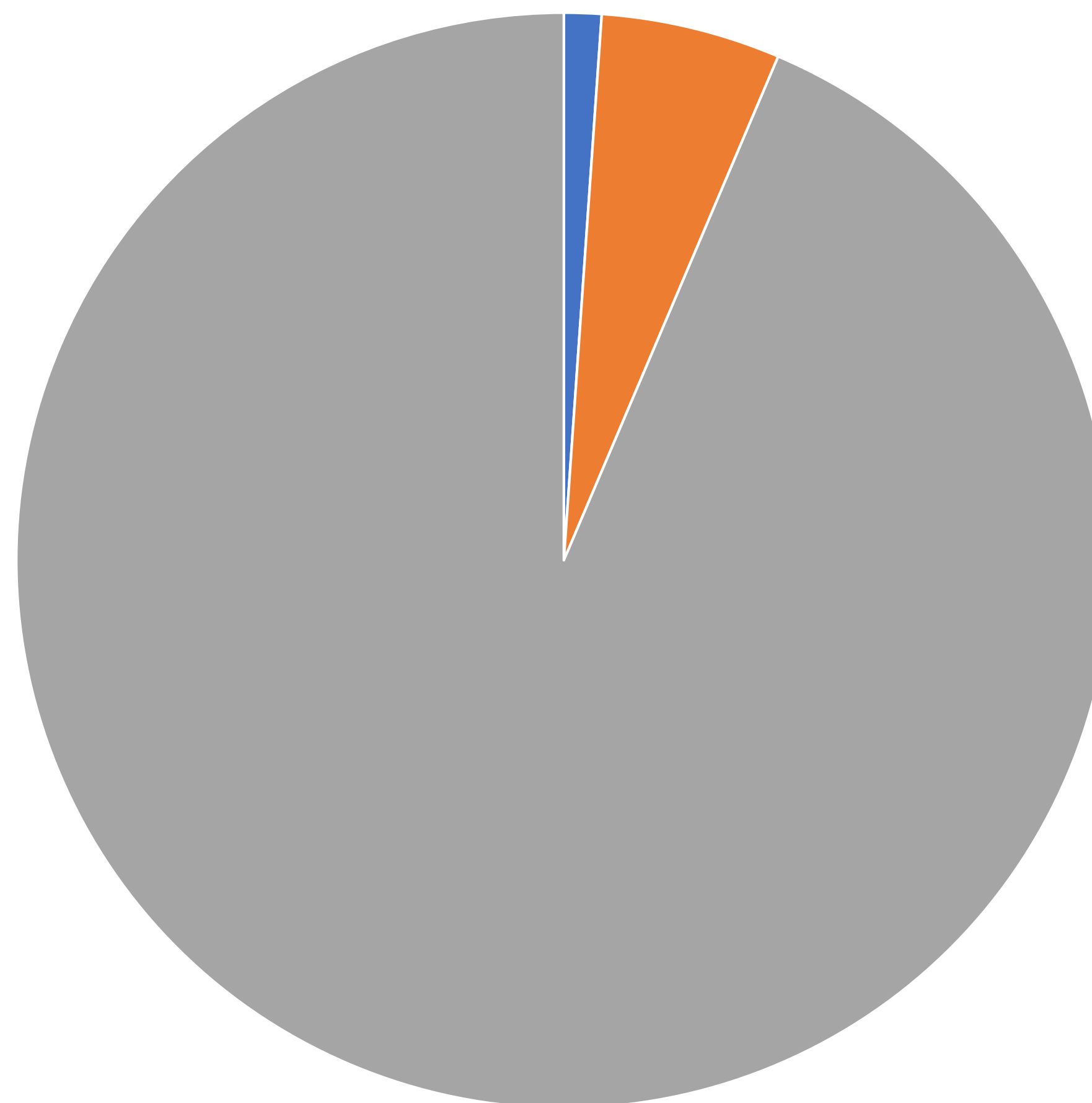




# ACE Austin Income Streams

- In-kind donations
- Corporate sponsorships
- Board dues
  - Advisory Board
  - Board
  - Associate Board (optional)
- Fundraising events
  - Ticket sales
  - Raffles
  - Event sponsors
- Fundraising campaigns
  - Amplify Austin
- Grants
- Interest

ACE Austin Fundraising for 2020-2021 (as of 8/18/2020)



Received  
\$1,105

Committed  
\$5,300

Total \$6,405

Remaining  
\$98,595

Goal  
\$105,000

■ Received ■ Committed ■ Remaining





# ACE Austin Expense Streams

Committee	Expense Category	Actual Expense To Date	Projected Remaining	Total Projected		Budgeted	Variance
Exec Board	General & Administration (Insurance, Taxes, Storage Unit, PO Box, etc.)	0	17,000.00	17,000.00		17,000.00	0.00
Exec Board / Finance	Savings Fund	0	15,000.00	15,000.00		15,000.00	0.00
Finance	Scholarships	0	25,000.00	25,000.00		25,000.00	0.00
Finance	Fundraiser(s)	0	10,000.00	10,000.00		10,000.00	0.00
Growth	Program	0	13,000.00	13,000.00		13,000.00	0.00
Growth	Final Presentation Night 2021	0	20,000.00	20,000.00		20,000.00	0.00
Communications	Videography, Photography	0	5,000.00	5,000.00		5,000.0	0.00
	Grand Total	0	105,000.00	105,000.00		100,000.00	0.00





# ACE Austin Fundraising Lessons Learned

- Fundraising goals mature over time
- Establish your cost / student
- Stick to your scholarship budget
- Start a growth/rainy day fund
- Explore multiple income streams
- Consider greater rigor around when scholarships are disbursed

***Feel free to reach out!***  
***Allison Wilson***  
***awilson@asg-architets.com***





# Case Study: Greater Boston

In 2019, ACE Greater Boston raised \$208,000 at our Networking Event.

Most of the money came from sponsorships.



## ACE Greater Boston Networking Event





# Case Study: Greater Boston

We spent \$52,000 to put it on in 2019.

So our net was about \$150,000.







# Case Study: Greater Boston

The money funds our scholarships for our seniors.



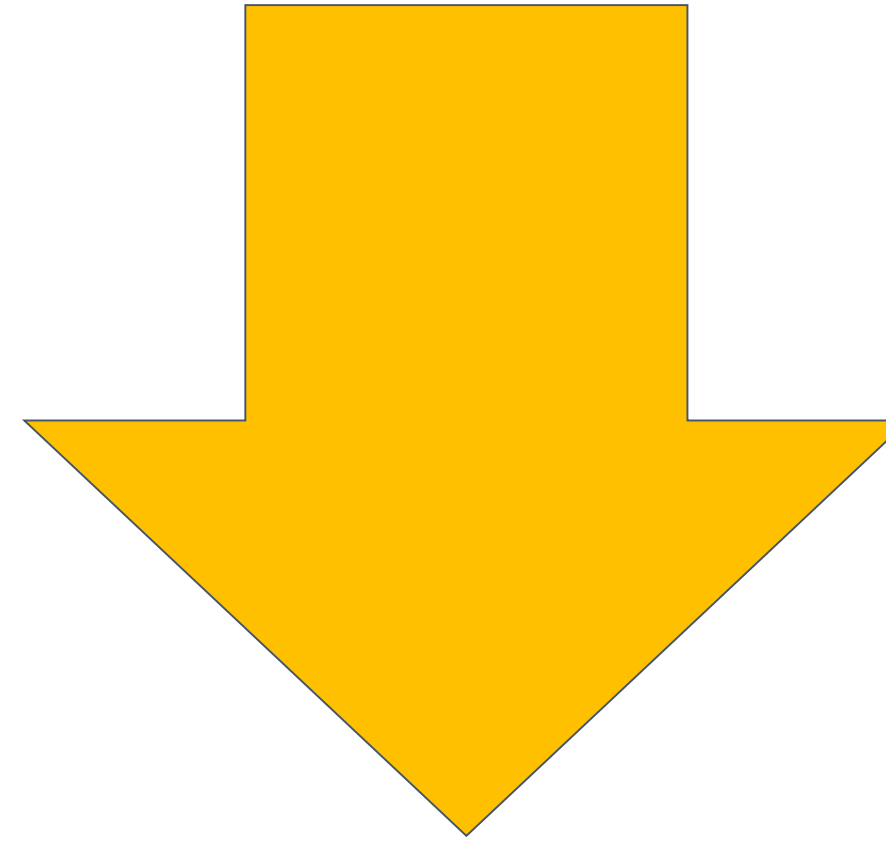




# Case Study: Greater Boston

We canceled our  
May 2020  
fundraiser due to  
COVID.

We set a goal to  
raise \$150,000  
virtually this year,  
using a 3-  
pronged strategy.



Sponsors

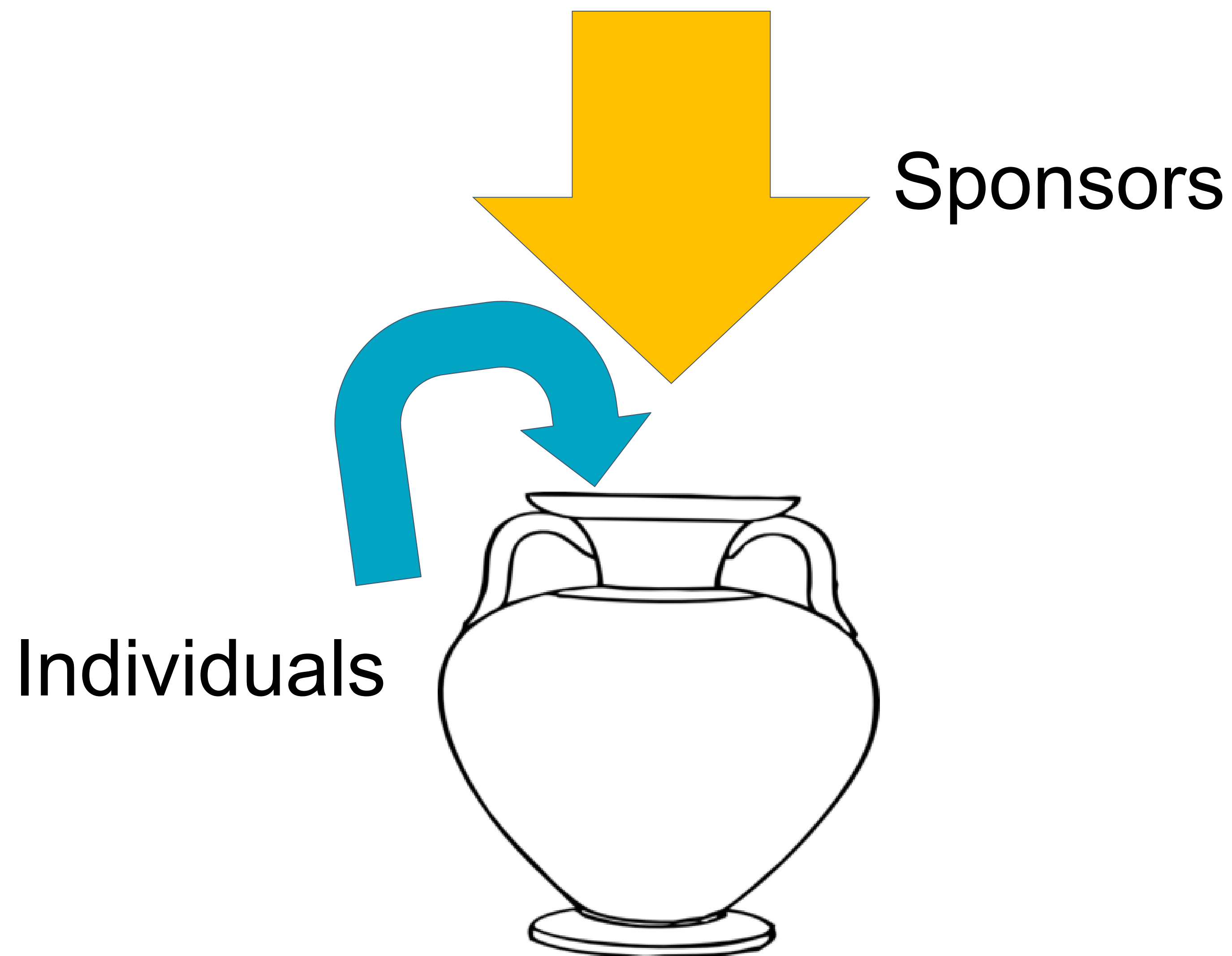




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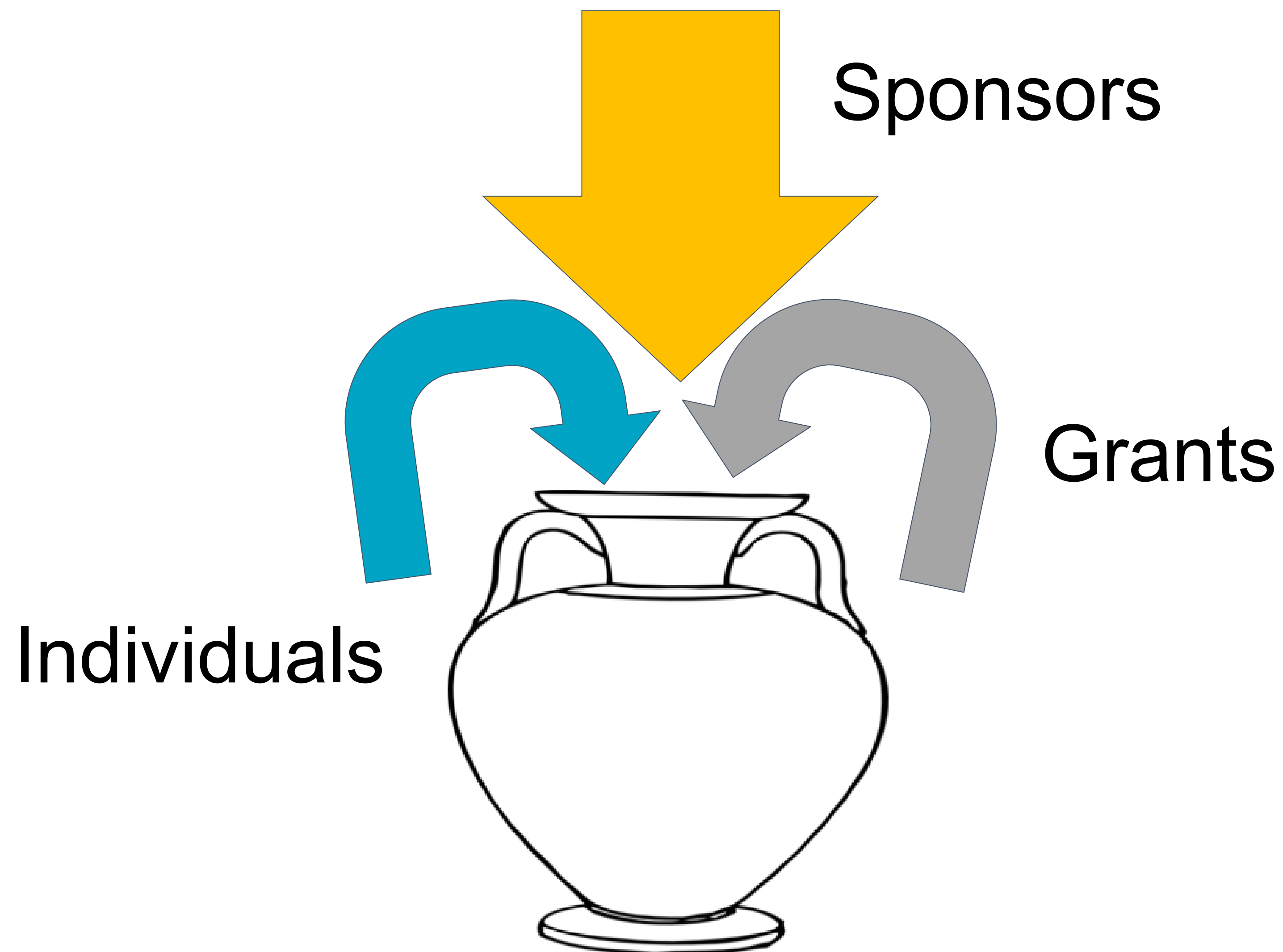




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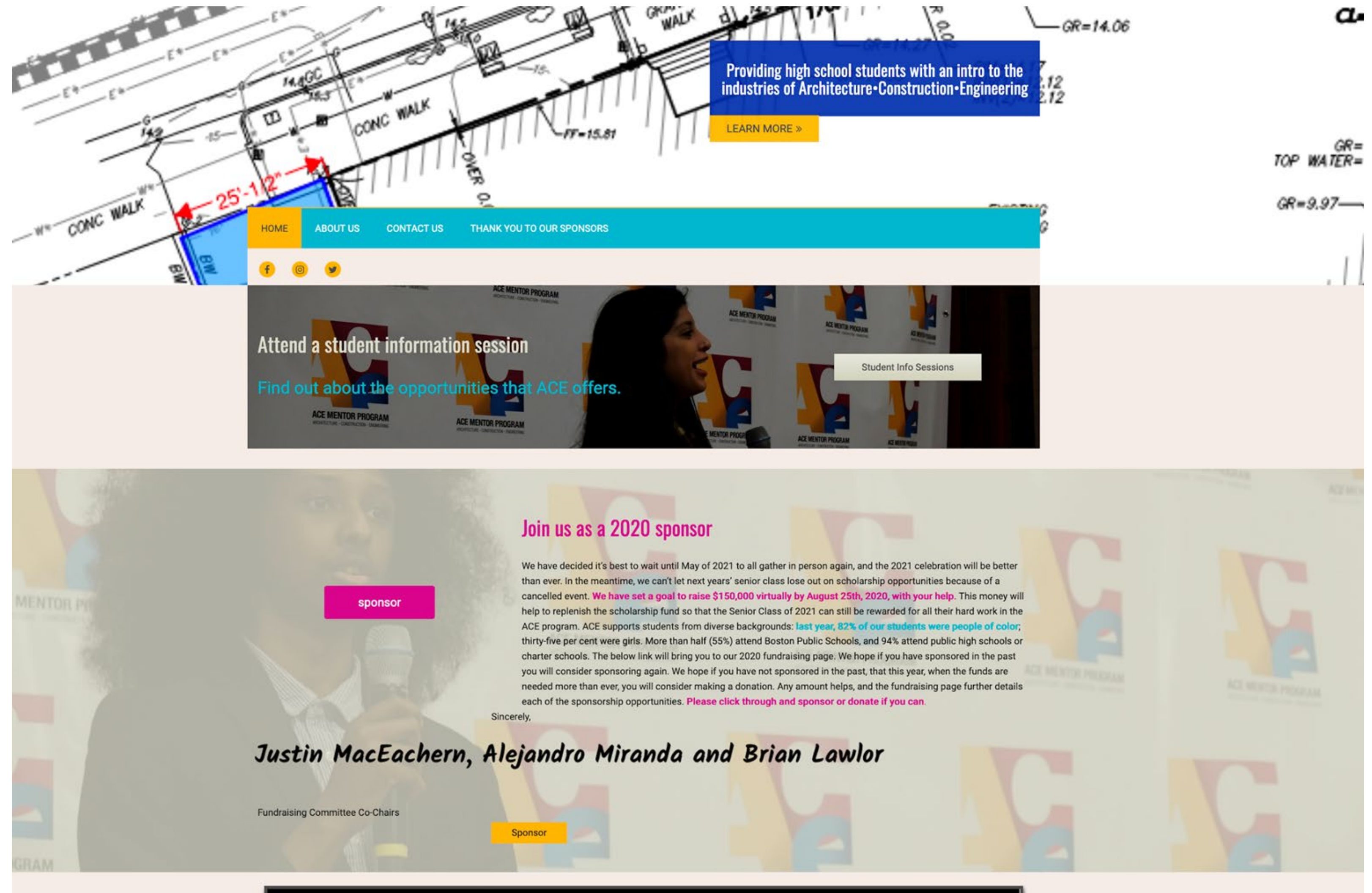




# Case Study: Greater Boston

We solicited our former sponsors and new sponsors with personal asks.

We provided an easy platform to make credit card gifts, Give Lively, linked from our website, here.



[www.acegreaterboston.org](http://www.acegreaterboston.org)

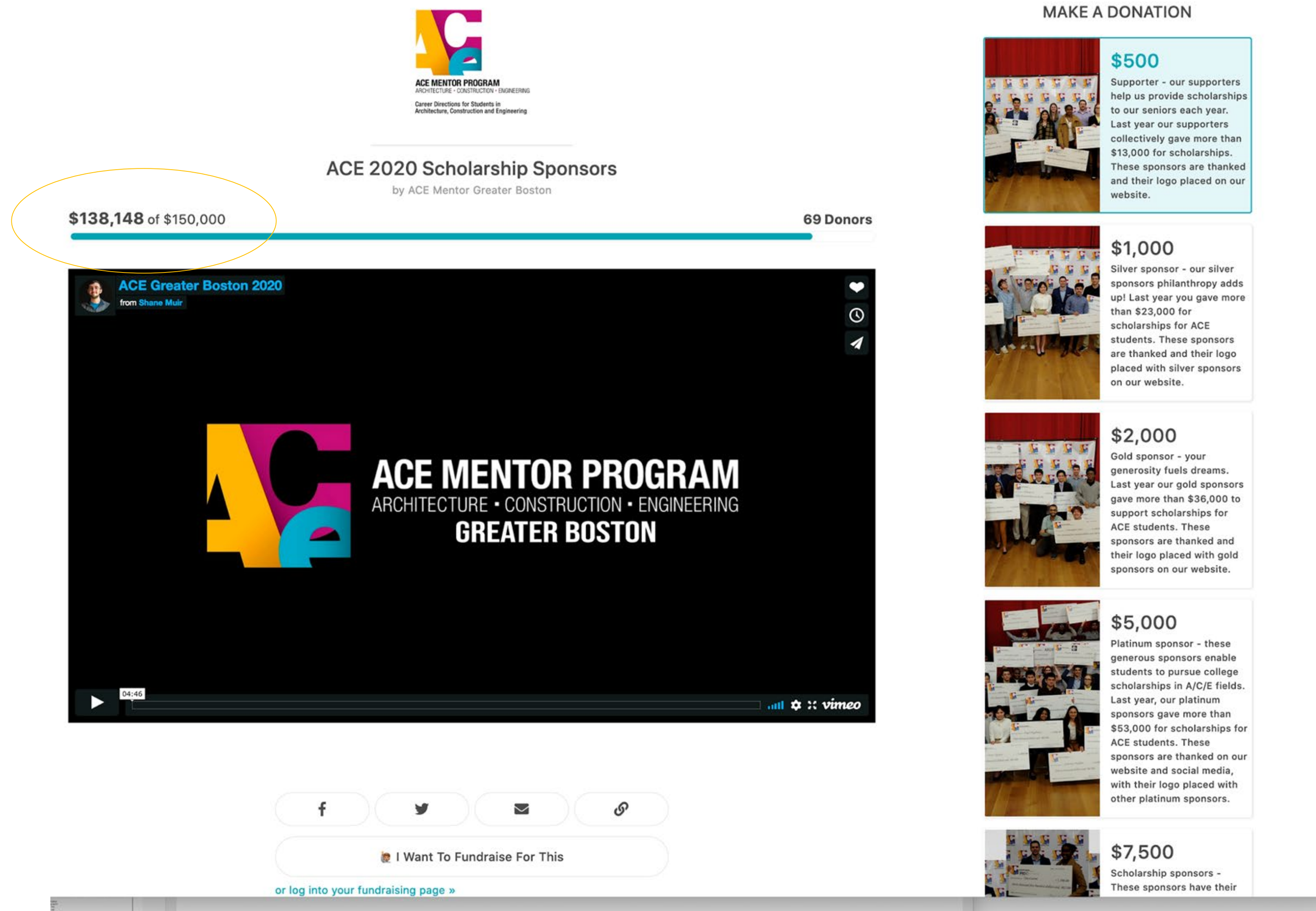




# Case Study: Greater Boston

So far, we have raised \$138,000 of our \$150,000 goal from sponsors and individuals.

Grant requests are in the works but take longer: 6-9 months on average.







# Case Study: Greater Boston

We are acknowledging the sponsors on social media, mainly LinkedIn.

Get more impressions by notifying coworkers.

Notify Employees

Posted by Shervin Radfar • 8/13/2020 • Sponsor now

ACE Mentor Program Greater Boston

53 followers

4d •

Thank you to our Program Sponsor [Consigli Construction Co., Inc.](#) for your generous donation!

ACE MENTOR PROGRAM

ARCHITECTURE • CONSTRUCTION • ENGINEERING

Career Directions for Students in Architecture, Construction and Engineering

Consigli Construction Co., Inc.

Est. 1905

Program sponsors

3

Like Comment

Be the first to comment on this

Organic impressions: 61 Impressions

Show stats

Posted by Shervin Radfar • 8/13/2020

ACE Mentor Program Greater Boston

53 followers

4d • Edited •

Thank you to our Gold Program Sponsor's for your generous donation! [Lawmut Design and Construction](#) | [SMMA](#) | [TGGallagher](#) | [BLS](#)

ACE MENTOR PROGRAM

ARCHITECTURE • CONSTRUCTION • ENGINEERING

Career Directions for Students in Architecture, Construction and Engineering

Gold sponsor

BLS

TGGa

SMMA

2

Like Comment

Posted by Shervin Radfar • 8/13/2020

ACE Mentor Program Greater Boston

53 followers

4d •

Thank you to our Platinum Program Sponsor for your generous donation! [DPR Construction](#) | [Perkins and Will](#) | [Cranshaw Construction](#) | [New England Finish Systems](#) | [PWC](#) | [Sunrise](#) | [Turner Construction Company](#)

ACE MENTOR PROGRAM

ARCHITECTURE • CONSTRUCTION • ENGINEERING

Career Directions for Students in Architecture, Construction and Engineering

Platinum sponsor

PERKINS + WIL

CRANSHAW CONSTRUCTION

NEW ENGLAND FINISH SYSTEMS

PWC BOSTON

2

Like Comment

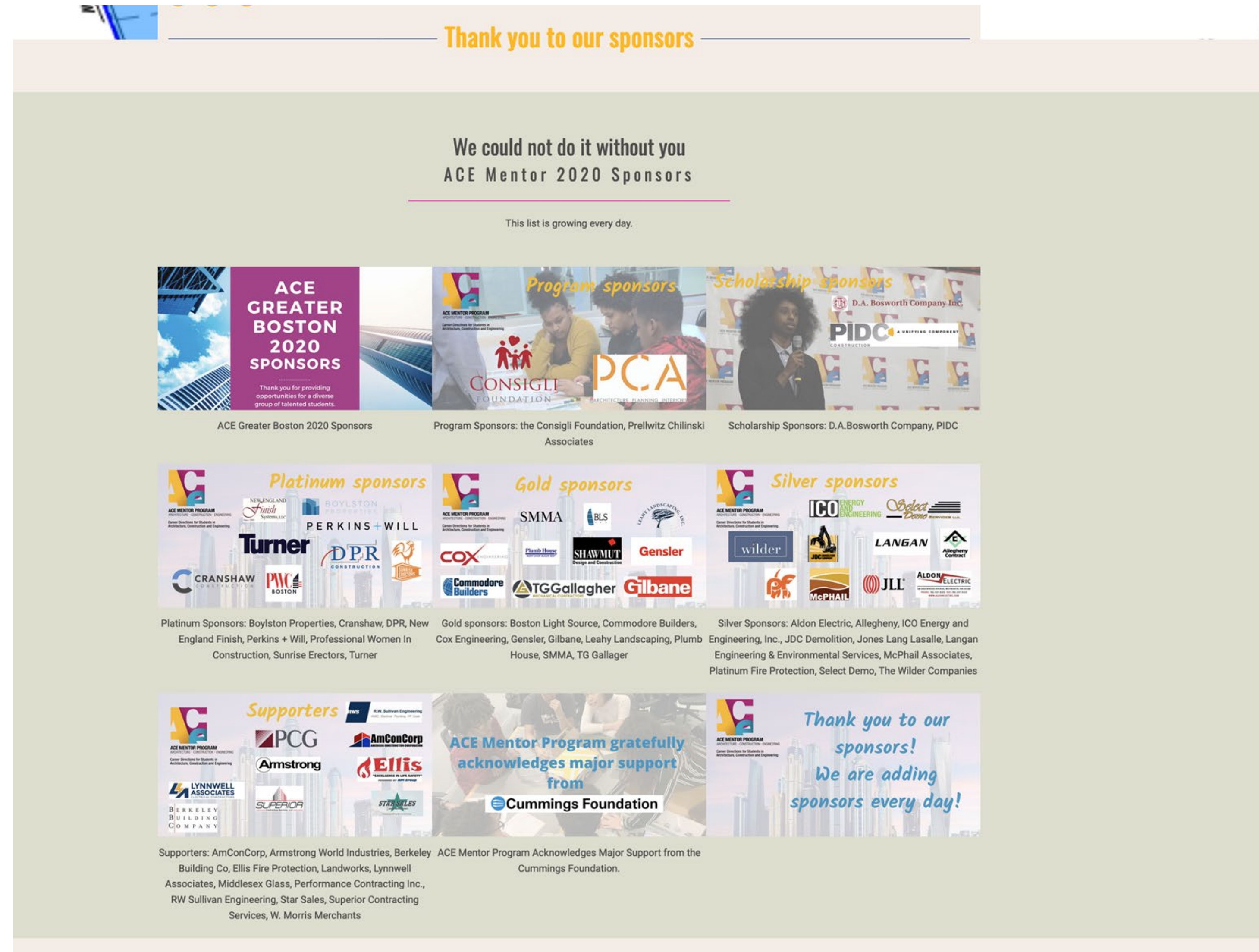




# Case Study: Greater Boston

We also  
acknowledge  
them on our  
website.

We made these  
graphics on  
Canva.








# Case Study: Greater Boston

On a separate page, we have raised nearly \$6,000 from individuals.




ACE MENTOR PROGRAM  
ARCHITECTURE • CONSTRUCTION • ENGINEERING  
Career Directions for Students in  
Architecture, Construction and Engineering

ACE 2020 Scholarship Drive - individual donors  
by ACE Mentor Greater Boston

\$5,873 of \$8,000

25 Donors



MAKE A DONATION

\$25

Get the word out about scholarships through funding website costs for the month!

\$50

Support the cost of training and background screening to add a mentor to the program.

\$100

Fund an outing for students to a construction site to see the ACE disciplines come to life, and help interested students join the trades.

\$500

Together with 6 other awesome people, fund a \$3,000 scholarship!

\$1,000

Be a scholarship hero! Get your name and photo plastered on our social media (if you agree). Or be quietly awesome.

\$5,000

Fund a scholarship for one student! Get your name and photo plastered on our social media (if you agree). Or be quietly awesome.

\$

Donations of any amount are welcome and help us meet our strategic goal to expand the program to more students each year.

One Time

Monthly





# Case Study: Greater Boston

We used Give Lively. Other similar platforms include:

- GoFund Me Charity (Formerly Crowdrise)
- Fundly
- Donate Kindly
- Snowball
- 99 Pledges



Look into:

- Platform fees
- Credit card fees
- Functionality like peer-to-peer options, team fundraising, personal pages





# Case Study: Greater Boston

## Different approaches:

- Platforms associated with particular **fundraising software**, like etapestry's Just Giving.
- Platforms associated with **online auctions**, like Greater Giving and Bidding for Good.
- **Facebook fundraisers** are also accessible and easy to set up if you plan to solicit mostly individuals. They don't have great functionality on the back end but can spread virally among your mentors.





2020 Sponsorships .XLSX ☆ 📺 ☁

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Total Pledged to Date:

A	B	C	D	E	F	G	H	I	J
Total Pledged to Date:	\$137,221.54	Goal \$150,000	\$12,778.46	91.48%					
Board Member Responsibility	Status	Level	Sponsor Name	Principal Contact	Give Lively (G) Check(C) EventBrite(E)	Amount Paid	Amount Due	Request ed Logo	Have Logo
n Gallagher	pd	\$100 donation			G	\$100.00	\$0.00	n/a	n/a
i Kosereisoglu	pd	\$250 donation		G	\$250.00	\$0.00	n/a	n/a	
:in	pd	\$250 donation		by C	\$250.00	\$0.00	n/a	n/a	
Houle	pd	\$250 donation		G	\$250.00	\$0.00	n/a	n/a	
mas Aldrich	pd	\$300 donation		G	\$300.00	\$0.00	n/a	n/a	
e Cullinane	pd	\$500 personal donation Tim Stool		G - sponsor page	\$500	0			
jandro	pd	Gold \$2,000		G	\$2,000.00	\$0.00	x		
e Cullinane	pd	Gold \$2,000		G	\$2,072.54	0	x	x	
n Gallagher	pd	Gold \$2,000		G	\$2,072.00	\$0.00	x	x	
n Gallagher (cc Jmac and AM)	pd	Gold \$2,000		G	\$2,000.00	\$0.00	x	x	
:in	pd	Gold \$2,000		G	\$2,000.00	\$0.00	x	x	
:in	pd	Gold \$2,000		G	\$2,072.00	\$0.00	x	x	
:in	pd	Gold \$2,000		G	\$2,045.00	\$0.00	x	x	
:in (unless somone knows them be	pd	Gold \$2,000		G	\$2,072.00	\$0.00	x		
redith Whalen	pd	Gold \$2,000		G	\$2,000.00	\$0.00	x	x	
Pisani	pd	Gold \$2,500		C	\$2,500.00	\$0.00	x	x	
	invoiced	Gold \$2,500				\$2,500	x	x	
e Cullinane	pd	Gold \$2000		G	\$2,000.00	0	x	x	
jandro	pledged	Gold \$3,500				\$3,500			
jandro	pledged	Gold \$3,500				\$3,500			
in Lawlor	pd	Gold \$3,500		E	\$3,500.00	\$0.00	x	x	
i Kosereisoglu	invoiced	Gold \$4000				\$4,000.00	x	x	
oard members		on-going donations		G and C	\$3,561.00	0			
ey Williams	pd	Platinum \$5K		C	\$5,000.00	\$0.00	x	x	
a Farjado/Alison Stanton	pledged	Platinum \$5K		dik		\$5,000.00	x	x	
i Kosereisoglu	pd	Platinum \$5K	G	\$5,181.00	\$0.00	x	x		
n Williams	invoiced and sent ACH r	Platinum \$5K	will be ACH to BOA		\$5,000.00	x	x		
:in / Alejandro	committed to donating	Platinum \$5K			\$5,000.00	x	x		
e H	pledged	Platinum \$5K			\$5,000	x	x		
Houle	pd	Platinum \$5K	G	\$5,000.00	0	yes			
mas Aldrich	pd	Platinum \$5K	C	\$5,000	\$0.00	yes	yes		
id Cullinane	pd	Program \$10,000	tt C	\$10,000.00	0	yes	yes		

☰ 2020 Sponsorships ▾ Master Contact List 2018 ▾ 2019 sponsورشپس 2016 sponsورشپس ▾ 2017 Sponsorships ▾ 2018 sponsورشپس ▾ Explore ➕





# Case Study: Greater Boston

Most of the work is done by my board members who are soliciting their own firms and firms that they work with.

Back-end work includes thank yous, receipts, accounting, invoices, collecting logos, and making graphics.







# Case Study: Greater Boston

Set a date to launch,  
and a date to finish.

We launched July 1, with  
\$30,000 already raised.

We aim to finish on  
August 25, ACE Day of  
Action.

## Join us as a 2020 sponsor

We have decided it's best to wait until May of 2021 to all gather in person again, and the 2021 celebration will be better than ever. In the meantime, we can't let next years' senior class lose out on scholarship opportunities because of a cancelled event. **We have set a goal to raise \$150,000 virtually by August 25th, 2020, with your help.** This money will help to replenish the scholarship fund so that the Senior Class of 2021 can still be rewarded for all their hard work in the ACE program. ACE supports students from diverse backgrounds: **last year, 82% of our students were people of color;** thirty-five per cent were girls. More than half (55%) attend Boston Public Schools, and 94% attend public high schools or charter schools. The below link will bring you to our 2020 fundraising page. We hope if you have sponsored in the past you will consider sponsoring again. We hope if you have not sponsored in the past, that this year, when the funds are needed more than ever, you will consider making a donation. Any amount helps, and the fundraising page further details each of the sponsorship opportunities. **Please click through and sponsor or donate if you can.**

Sincerely,





# Case Study: Greater Boston

Add some fun, or an element of competition, to get people started.

Adults deserve to have fun, too.







# Case Study: Greater Boston

**Questions?**



**Jen Fries**

**[jfries@acegreaterboston.org](mailto:jfries@acegreaterboston.org)**

**[www.acegreaterboston.org](http://www.acegreaterboston.org)**



# THANK YOU!

We will start the Q&A now, please continue to use the chat feature in GoToWebinar dashboard.

We will compile the Q&A in a follow-up document with a link to the recording of today's session.

