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

VIRTUAL EVENTS
DIANA EIDENSHINK, PRESIDENT

FUNDRAISING 101
STEPHANIE MCNEELY, DIRECTOR OF DEVELOPMENT

Day of Action
TIFFANY MILLNER, DIRECTOR OF COMMUNICATIONS

AFFILIATE EXAMPLES
ACE Austin, TX
ALLISON WILSON, BOARD CHAIR

ACE Boston, MA
JEN FRIES, EXECUTIVE DIRECTOR

Q&A
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

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
• 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.
THE FUNDRAISING CYCLE

KNOW YOUR DONOR
Who supports your cause?

KEEP UP THE CONVERSATION
What stories can you share to inspire further support?

PLAN YOUR APPROACH
Which channels are best to reach them?

SHOW YOUR APPRECIATION
Thank donors for their gift & show how they’ve made a difference

MAKE THE ASK
Be clear and specific about what you want donors to do

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
Case Study: Austin

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

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+
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 Recruitment

Annual Recruitment

460% student recruitment growth in five years
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
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
• 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
## ACE Austin Expense Streams

<table>
<thead>
<tr>
<th>Committee</th>
<th>Expense Category</th>
<th>Actual Expense To Date</th>
<th>Projected Remaining</th>
<th>Total Projected</th>
<th>Budgeted</th>
<th>Variance</th>
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<tr>
<td>Exec Board</td>
<td>General &amp; Administration (Insurance, Taxes, Storage Unit, PO Box, etc.)</td>
<td>0</td>
<td>17,000.00</td>
<td>17,000.00</td>
<td>17,000.00</td>
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<td>Exec Board / Finance</td>
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<td>15,000.00</td>
<td>15,000.00</td>
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<td>25,000.00</td>
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<td>Fundraiser(s)</td>
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<td>Final Presentation Night 2021</td>
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<td>Videography, Photography</td>
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<td>Grand Total</td>
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</tr>
</tbody>
</table>
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
In 2019, ACE Greater Boston raised $208,000 at our Networking Event.

Most of the money came from sponsorships.
We spent $52,000 to put it on in 2019.

So our net was about $150,000.
The money funds our scholarships for our seniors.
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.
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.

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.
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.
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.
We are acknowledging the sponsors on social media, mainly LinkedIn.
We also acknowledge them on our website.

We made these graphics on Canva.
On a separate page, we have raised nearly $6,000 from individuals.
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.

Case Study: Greater Boston
Plan for a few weeks to refine your message - your fundraising “ask” - assemble your team, create your plan and your systems for tracking, and set up your platform and credit card processing. There is a lot of back end work.
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.
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,
Add some fun, or an element of competition, to get people started.

Adults deserve to have fun, too.
Questions?

Jen Fries
jfries@acegreaterboston.org
www.acegreaterboston.org
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.