

# Board fundraising goals strategy

## Fundraising committee

Updated 10/18/18 (KC)



## FY2019 board fundraising goals

### Individual, tribal goals, foundations: \$235,000

\$15,000 (individually)\* + \$130,000 (tribal giving group goal) + \$70,000 (conference sponsorship group goal) + \$20,000 (foundations group goal)

1. Board guidelines: \$1,000 “give or get” individually\*, potential elements to include:
  - a. Year-end campaign, 5 prospects on each individual list
  - b. Paddle raise gift during annual conference benefit dinner
  - c. Membership recruitment, raising \$150 each (2 Abalone- individual, entry level memberships)
  - d. Third-party activities (i.e. holiday bazaar, house party, or Amazon Smile)
  - e. In kind donations (i.e. underwriting your board travel or raffle prizes)
2. Tribal giving: \$130,000, potential elements to include:
  - a. Tribal donations
  - b. Tribal casinos (i.e. funds dedicated to addressing gambling side-effects or house parties)
  - c. Tribal vendors (i.e. those who are in business with tribes or tribal businesses)
  - d. Tribally owned companies, businesses, corporations
3. Conference sponsorships: \$70,000, potential elements to include:
  - a. Tribal sponsors
  - b. Corporate sponsors
  - c. Foundations (i.e. tribes that sponsor through their foundation or groups like the Bush Foundation)
  - d. Partners (i.e. universities or BIA)
4. Foundations (tribal, private, and corporate): \$20,000
  - a. Identification of 15 prospects
  - b. Qualification and submission of 7 LOIs or full proposals (by staff with board support)
  - c. Secure 1 grant

*\*Board individual goals reflect minimum fundraising requirements per written board guidelines.*



# NICWA

National Indian Child Welfare Association

## Board of Directors Quarterly Fundraising Progress Report FY20 Q4

As of March 11, 2020

**Annual Target:** \$263,000

**Quarterly Targets:** \$65,750

**First Quarter (May–July):** \$157,629\*

**Second Quarter (Aug–Oct):** \$435

**Third Quarter (Nov–Jan):** \$8,965

**Fourth Quarter (Feb–Apr):** \$15,506

**Total to Date (actual dollars):** **\$182,535\*\***

**Percentage of Target:** **69.4%**

*\*Includes \$150,000 in restricted policy dollars*

*\*\*This does not include gifts that are pending, only ones that have been received and processed*

## Development and Membership Report: FY20 activities

Period: January 18, 2020–March 11, 2020

Submitted: March 11, 2020



**NICWA**

National Indian Child Welfare Association

### 1. Annual conference sponsorship & raffle

To date, we raised \$178,000 confirming 45 sponsors (including two in-kind sponsors) of a \$167,000 sponsorship goal. We also have solicited 300+ potential sponsors repeating our strategy last year to cast our solicitation net wide. We were surprised that it was more challenging to garner local/state support but were thrilled to confirm three of our close nonprofit partners including Native American Rights Fund, First Nations Development Institute, and American Indian College Fund. Back by popular demand, Waikiki, Hawaii Grand Prize Raffle. Bigger and better than the package in 2018, includes a beach front hotel stay, diving with sea turtles excursion, Hawaiian Luau, tickets to Bishop Museum, two (2) Alaska Airlines round trip tickets and a \$200 credit to either to extend your vacation or pay for additional activities. Our goal is to raise \$9,000 in raffle sales and \$15,000 in paddle raise proceeds during the Banquet Dinner Tuesday night. Raffle tickets are the same price as year's past: 1 ticket/\$5.00 or 5 tickets/\$20.00. You can buy tickets from a volunteer, NICWA Store, or online:

<https://bit.ly/38mtuA7>

### 2. Membership

Please consider stopping by the membership booth at conference to get to know our new member relations manager. There are a few membership booth shifts if you would like to volunteer. Similar to year's past, the booth will include three raffles: (1) Update or buy membership for a Pendleton blanket; (2) fill out a member survey for Mary's beautiful jewelry; and (3) take a selfie for a framed art piece. Don't forget to attend our Member Reception Sunday evening that kicks off our conference at 7 pm. Desert and refreshments will be served. As of March 11, we have made \$58,715.87 (Individual), \$25,200 (Tribal), \$21,400 (Organization), and \$715 (Board).

### 3. FY20 tribal giving

I am pleased to share that of a \$215,000 budgeted tribal giving goal we have raised \$247,000, exceeding our goal by \$32,000. This total comes from 10 tribes (see list on page 3 and 4). We have a number of outstanding asks according to our targeted tribal giving schedule; please see the FY20 tribal solicitation one-pager included under the fundraising tab for the entire tribal giving schedule. We are still working on rescheduling a presentation with the Muckleshoot Indian Tribe, hopefully before the end of April.

### 4. Grant making activities

Grant development in our final quarter of FY20 continues to produce positive outcomes, building upon our previous quarter successes. The Collins Foundation approved a \$100,000 grant for three-years with \$50,000 in the first year starting this fiscal year in support of our ICWA compliance with the State of Oregon. Puneet and Sarah K. worked hard on a grant submission this last February to the Doris Duke Charitable Foundation for \$700,000 to fully fund PIP evaluation pilot study. We continue to wait to hear back from Group Health Foundation. We anticipate our proposed \$100,000 three-year/each unrestricted \$100,000 request will be seriously considered this coming fall and will help with our FY21. With the staffing changes due to the M.J. Murdock Trust grant, it is anticipated that Kim will have more dedicated time to develop grants in partnership with Sarah, and Cori in the coming year.

### 5. Individual giving & celebrations from Brenda! (Updated 3/23/20)

So far this fiscal year, individual giving has raised \$73,019, far exceeding our \$52,000 goal. This breaks down as \$46,875 cash directly to NICWA, \$9,820 worth of in-kind goods and services, \$9,188 from GiveGuide, and \$7,136 from Facebook. Our foundation of monthly donors and regular Facebook fundraisers held in our honor have been great, steady sources of income in this space. Our number of recurring donors has remained steady with much less turnover than there was this time last year. Our donor interactions are being significantly improved as well: the additional thank-you cards and phone calls from staff and board are making donors feel appreciated, and a new grant is allowing us to solve many logistical challenges with our data that will result in faster donor acknowledgement, better record keeping, and the ability to consistently honor unsubscribe requests.

## Fund activity as of March 11, 2020, for FY20

Confirmed grants (government/private foundation)	Fund Area	Total: ~\$1,565,462
1. Annie E. Casey Foundation	Government Affairs	\$50,000
2. First Nations Health Authority	Research	\$103,000

3. Casey Family Programs	Research	\$15,000
4. Doris Duke Charitable Foundation	Research	\$100,000
5. Generations United	Community Development	\$21,000 (yr. 3 of 3)
6. Humboldt County	Community Development	~\$199,015
7. Meyer Memorial Trust	Community Development/Training	\$75,552/yr.1 (\$109,372/yr. 2, 1/01/20)
8. Meyer Memorial Trust	General Operations	\$100,000
9. M.J. Murdock Charitable Trust	Technology/Fundraising Capacity Building	\$309,000 (3 years); ~\$176,872/yr. 1
10. National Adoption Competency Mental Health Training Initiative (ACF)	Community Development	~\$53,750/yr. (yr. 5 of 5)
11. National Institute of Nursing Research	Research	~\$19,020/yr. (yr. 5 of 5)
12. Oregon Community Trust	Membership	\$15,000
13. SAMHSA—University of Maryland	Community Development	~\$450,000/yr. (yr. 5 of 5)
14. The Collins Foundation	Oregon ICWA Compliance	\$50,000/yr. 1 (\$40,000/yr. 2; \$10,000/yr. 3)
15. Washington University St. Louis	Research	\$5,125

Pending grants (government/private foundation)	Fund	Date	Total: \$800,000
1. Doris Duke Charitable Foundation	PIP Evaluation/Research	1/23/20	\$700,000
2. Group Health Foundation	Unrestricted	10/25/19	\$100,000 (3 yrs.)

Active grant prospecting (government/private foundation)	Fund Area
1. 3M Foundation	Community Development
2. Alton Foundation	Community Development
3. Ballmer Group	Research
4. Bill and Melinda Gates Foundation	Research
5. Bush Foundation	Community Development
6. Charles Stewart Mott Foundation	Community Development
7. Cow Creek Umpqua Indian Foundation	Oregon ICWA Compliance
8. Empire Health Foundation	Research or Community Development
9. Forest County Potawatomi Foundation	Community Development
10. Grotto Foundation	Community Development
11. Northwest Area Foundation	Oregon ICWA Compliance
12. NOVO Foundation	Community Development
13. Otto Bremer Foundation	Community Development
14. PGE	Oregon ICWA Compliance
15. Perigee Fund	Research
16. The Ford Family Foundation	Oregon ICWA Compliance
17. The Kresge Foundation	Community Development
18. Thomas v. Giddens Jr. Foundation	Research
19. Siletz Tribal Charitable Contribution Fund	Oregon ICWA Compliance
20. W.K. Kellogg Foundation	Community Development

Confirmed tribal foundations	Fund	Date	Total: \$360,000
1. Nisqually Indian Tribe	PIC	1/6/20	\$5,000

2.	San Manuel Band of Mission Indians	Protect ICWA Campaign (PIC) & Requests for Information (RFI)	12/1/18	\$150,000
3.	Spirit Mountain Community Fund	RFI	1/23/20	\$50,000
4.	Tulalip Cares	PIC/RFI	1/6/20	\$5,000
5.	Yocha Dehe Community Foundation	PIC/RFI	6/1/19	\$150,000

Pending tribal foundations*		Fund	Date	Total: \$18,500
1.	Lummi Nation	PIC	12/16/19	\$15,000
2.	Suquamish Tribe	PIC/RFI	12/20/19	\$2,500
3.	Squaxin Island Indian Tribe	PIC/RFI	1/30/20	\$1,000

\*Please refer to tribal solicitation for complete schedule.

Submitted Grant Reports May–July		Date
1.	AC19 sponsor report (plus separate Shakopee report)	7/30/19
2.	San Manuel Band of Mission Indians	6/12/19
3.	Tulalip Tribes of Washington	6/12/19
4.	The Collins Foundation	8/30/19
5.	Nisqually Indian Tribe	9/24/19
6.	Spirit Mountain Community Fund	9/26/19
7.	Generations United	9/30/19
8.	Meyer Memorial Trust	11/25/19
9.	San Manuel Band of Mission Indians	12/16/19
10.	M.J. Murdock Trust	3/17/20

Site Visits/Trips/Calls		March–January 2020
1.	Perigee Fund	3/7/19, 8/1/19
2.	GHR Foundation	3/21/19, 10/14/19
3.	Meyer Memorial Trust	3/28/19, 7/22/19
4.	San Manuel Band of Mission Indians	7/2/19
5.	Oregon Community Fund	6/30–7/3/19
6.	Midwest Alliance of Sovereign Tribes	7/17/19–7/18/19
7.	M.J. Murdock Trust	8/23/19
8.	Oregon Community Foundation (conference call)	9/23/19
9.	Empire Health Foundation	9/25/19
10.	Doris Duke Charitable Foundation	9/26/19, 12/20/19, 1/14/20
11.	The Collins Foundation	10/1/19
12.	Northwest Area Foundation	2/11/20
13.	San Manuel Band of Mission Indians	2/11/20
14.	Meyer Memorial Trust	2/13/20
15.	Casey Family Programs	2/21/20

Confirmed Tribal Gifts		Fund	Date	Total: \$237,000
1.	Cowlitz Indian Tribe	PIC	9/30/19	\$50,000
2.	Poarch Band of Creek Indians	PIC	2/1/20	\$25,000
3.	Pokagon Band of Potawatomi	PIC	1/7/20	\$10,000
4.	Puyallup Indian Tribe	PIC	1/29/20	\$100,000
5.	Santa Clara Pueblo Corp.	AC20 Gift	2/21/20	\$500
6.	Seminole Tribe of Florida	PIC	10/21/19	\$50,000
7.	Wichita and Affiliated Tribes	AC20 Gift	12/16/19	\$500
8.	Yavapai Prescott Indian Tribe	PIC	3/10/20	\$1,000

Pending Tribal Requests*	Fund	Date	Total: \$156,000
1. Colville Confederated Tribes	PIC	11/25/19	\$5,000
2. Muscogee (Creek) Nation	PIC	1/29/20	\$5,000
3. Muckleshoot Indian Tribe	PIC	In progress	\$100,000
4. Pechanga Band of Luiseño Indians	PIC	In progress	\$10,000 (\$5,000 AC20 sponsor request)
5. Santa Rosa Band of Cahuilla Indians	PIC	1/29/20	\$500
6. Saboba Band of Luiseno Indians	PIC	1/29/20	\$2,500
7. Skokomish Indian Tribe	PIC	In progress	\$10,000
8. Squaxin Island Tribe	PIC	1/30/20	\$1,000
9. Tribal Alliance of Sovereign Indian Nations	PIC	12/2/19	\$10,000
10. Tuolumne Band of Me-Wuk Indians	PIC	2/18/20	\$2,000
11. Twenty-Nine Palms Band of Mission Indians	PIC	1/15/20	\$10,000

\*Please refer to tribal solicitation for complete schedule.

Confirmed AC20 Sponsors (as of 1/17)	Total: \$178,000
1. Seminole Tribe of Florida	\$25,000
2. Cowlitz Indian Tribe	\$20,000
3. Pokagon Band of Potawatomi	\$10,000
4. Gun Lake Tribe	\$10,000
5. Choctaw Nation of Oklahoma	\$10,000
6. Eaglesun Systems Products	In-Kind
7. Design De Plume	in-kind
8. Handel Information Technologies	\$6,500
9. AMERIND Risk	\$5,000
10. Ak-Chin Indian Community	\$5,000
11. Coushatta Tribe of Louisiana	\$5,000
12. Forest County Potawatomi	\$5,000
13. Chickasaw Nation	\$5,000
14. Poarch Band of Creek Indians; Wind Creek Hospitality	\$5,000
15. Cherokee Nation	\$5,000
16. Ute Indian Tribe	\$5,000
17. United Auburn Indian Community	\$5,000
18. Comcast NBCUniversal	\$5,000
19. Shakopee Mdewakanton Sioux Community	\$5,000
20. Citizen Potawatomi Nation	\$2,500
21. Bold Concepts	\$2,500
22. DEA	\$2,500
23. Cook Inlet Tribal Council	\$2,500
24. Spirit Rock Consulting	\$2,500
25. Nottawaseppi Huron Band of the Potawatomi	\$2,500

26. Mille Lacs Band of Ojibwe	\$2,500
27. Fort Independence Indian Reservation	\$2,500
28. First Nations Development Institute	\$2,500
29. Native American Rights Fund	\$2,500
30. Confederated Tribes of the Grand Ronde	\$1,500
31. Fredericks Peebles & Patterson LLP	\$1,000
32. Prairie Band Potawatomi Nation	\$1,000
33. Jacobson, Magnuson, Anderson & Halloran PC	\$1,000
34. Landye Bennett Blumstein LLP	\$1,000
35. Prairie Island Indian Community	\$1,000
36. Saginaw Chippewa Indian Tribe	\$1,000
37. Agua Caliente Band of Cahuilla Indians	\$1,000
38. Confederated Tribes of the Umatilla Indian Reservation	\$1,000
39. The Standard	\$1,000
40. Southern California Tribal Chairmen's Association	\$1,000
41. Kaibab Paiute Tribe	\$1,000
42. Tohono O'odham Nation	\$1,000
43. Council on Accreditation	\$1,000
44. American Indian College Fund	\$1,000
45. Pojoaque Pueblo	\$1,000

**NICWA | FY20 Development Department Quarterly Implementation Work Plan  
SNAPSHOT**

May-July	August-October	November-January	February-April	
First Quarter	Second Quarter	Third Quarter	Fourth Quarter	
Systems documentation	Dashboards	Reconciliation (mid year)	Reconciliation (year end)	
Systems analysis and improvements	Systems analysis and improvements	Systems analysis and improvements		
Data entry	Data entry	Data entry (especially year-end and conference memberships)	Systems analysis and improvements	
Develop year-long solicitation theme	Build holiday card list		Data entry (especially paddle raise and conference memberships)	
Establish BOT and BOD fundraising goals				
Soliciting individuals				
Long-term member certificates				
Member survey (every other year)	Soliciting individuals			
Student recruitment campaign	Member upgrade campaign			
Develop targeted member prospect list	Soliciting memberships			
Develop targeted tribal list	Soliciting tribal giving	Year-end solicitations (eblasts, card)		Valentine's Day
Develop AC sponsor target list	Develop AC sponsor target list		Soliciting individuals	
			Soliciting memberships	
Apply to federal grants as identified	AC sponsor solicitation		Soliciting individuals	Soliciting tribal giving
Update Grant management protocol		Five year lapsed member mailing Gift of membership campaign Member of the Year nominations Wisdom Circle applications accepted Soliciting memberships	AC sponsor solicitation	
Prospect/renew foundations as needed				
Develop house party toolkit				
Third party marketing				
Establish devo plan with updated budget goals				
		Determine Grand Raffle location	Carry out sponsor deliverables	
		Establish corporate giving target list		
		Prospect/renew foundations as needed		
		House party outreach		
	Promote employee match programs			
	Launch in-kind donation program			
	Third party marketing			
	Audit Devo plan	AC member engagement		
		Soliciting corporations	Raffe sales	
		Prospect/renew foundations as needed	Paddle raise/banquet dinner	
		Third party marketing		
		Establish budgets for 630/633	Membership reception/meeting	
			Update systems, identify federal grants	
			Soliciting corporations	
			Prospect/renew foundations as needed	
			Third party marketing	

Color Key
Information systems
Individual giving
Membership
Tribal giving
AC20 activities
Government funding
Foundation/corporate
Third party
Staff development





# NICWA

National Indian Child Welfare Association

## Fundraising Committee Agenda

Wednesday, April 8, 2020

9:30–10:30 a.m. PT

Conference Call

**Mission:** NICWA is dedicated to the well-being of American Indian and Alaska Native children and families.

**Vision:** Every Native child must have access to community-based, culturally appropriate services that help them grow up safe, healthy, and spiritually strong—free from abuse, neglect, sexual exploitation, and the damaging effects of substance abuse.

### Fundraising Committee Members:

Aurene Martin (Chair)	Gary Peterson
Mikah Carlos	Lance Sanchez
Patricia Carter-Goodheart	Gil Vigil
Angela Connor	Alex Wesaw
Robbie McGhee	

### 9:30 a.m. Blessing

- Approval of agenda
- Approval of minutes

### Goal: Information Sharing

- Brief highlights from March 2020 board reports and 2018–2023 strategic plan  
[Tool: FY20 development/membership plan snapshot]  
[Tool: Tribal solicitation schedule]

### Goal: Information Sharing and Gathering Input

- AC20 sponsor outcomes and continued fundraising activities
  - AC20 sponsor retainment and offerings delivery
  - Outcomes to e-solicitation efforts, formerly Paddle Raise
  - Sweepstakes, formerly Grand Prize Raffle
  - Scaled back Member activities
- Wrap up by April 30
  - All payments for confirmed gifts sent to NICWA: conference and tribal giving
  - Outstanding tribal requests
- Future Planning
  - Foundation/philanthropy
  - Topics for future meetings

### 10:30 a.m. Adjourn

**Attended:** Aurene Martin, Mikah Carlos, Angela Connor, Robbie McGhee, Gary Peterson, Gill Vigil

**Decisions and Action Items: 2020 development plan**

Kim shared financial outcomes to different buckets of work, these early successes means less pressure now: (1) \$63,199 individual giving, exceeding goal of \$11,199; (2) \$247,000 tribal giving, exceeding by \$32,000; (3) \$179,700 annual conference sponsorship, exceeding by \$11,700; and (4) ongoing private/tribal grant work, confirming both unrestricted dollars. Increased amounts, and multi-year gifts (i.e. The Collins Foundation, Meyer Memorial Trust, Doris Duke Charitable Trust, Spirit Mountain Community Fund, etc.)

**ACTION:** Help us promote the Sweepstakes! Brenda sent you all an email with promo codes for each board member on April 9<sup>th</sup>—highlights include:

- <https://nicwa.tapkat.org/winahawaiiitrip>
- Entries start at \$5, deadline to enter is June 1st at 3pm Pacific time.
- People who use your code get 15% more tickets than people without the code (code list included in email as an attachment).
- We can see which codes are bringing in the most donations, so have fun and compete amongst yourselves! Stay tuned for possible small incentives for the Board members whose codes get used the most.
- You do not need to be a NICWA member or donor to enter. Almost anyone **besides NICWA staff/board and our immediate families** can win so feel free to share with your friends, coworkers, and other networks!

ANGELA15  
ALEX15  
AURENE15  
DEBRA15  
GARY15  
GIL15  
JOCELYN15  
MARY15  
MIKAH15  
PATRICIA15  
ROBBIE15  
ROCHELLE15  
TERESSA15

**ACTION:** Decided to dedicate part of next convening to tackle tribal giving for the next fiscal year, our approach will need to change due to COVID-19. Kim to ask board of trustees to join next meeting via conference call and/or Zoom.

- Let Aurene or Kim know of any topics for future Fundraising Committee meetings.