



AMERICAN CANYON ARTS FOUNDATION

Board of Director's Policy Manual

Fund Raising & Sponsorship Policy

Adopted/Revised:

November 12, 2013

I. Purpose/Intent

A nonprofit organization such as the American Canyon Arts Foundation (ACAF) needs an effective fund raising program to ensure there are sufficient dollars for ACAF's operations as well as its charitable purposes, such as student scholarships. In turn, funds can be raised by producing special events, donation campaigns and through sponsorships.

II. Authority

The Board of Directors has the authority to establish policies under Article 12, Section 2 of the By-Laws, and approved this policy by adopting Resolution 2013-03.

III. Policy

Section One: Evaluating Programs, Events and Services

Most activities that ACAF undertakes involve three elements, which can vary from one extreme to the other: how mission related the activity is; how much effort is required (labor and direct costs); and lastly, how much money can be raised? The ideal activity is one that is mission related; requires little effort and generates a great deal of money. Obviously, the worse activity is the one that produces the exact opposite effect. Most programs, events and services fall somewhere in between.

When proposing a new program, event or service, it should be evaluated based on how close it comes to the ideal status noted above. Since most activities won't register high in all three categories, the priority should be on mission first, followed by effort (since we are a volunteer organization), and then on money.

Section Two: Fund Raising Events

1. Events generally require the most effort and costs, and are not always financially successful. We should limit special events to a few successful ones, and work each year to build on the success of prior years.
2. Follow the guidelines set forth in the Event Planning Policy.

Section Three: Solicitation Campaigns

1. Direct soliciting for contributions is usually the best approach, since it requires a relatively small investment of time or costs, and can usually generate a good revenue stream. Such campaigns should be limited to no more than twice per year.
2. Building a large contact database is critical for the success of any solicitation campaign. In addition to name and address, this database should also be able to track how often and how much each contact individual has given over time. Contacts can come from membership rosters, participants at ACAF events and visitors to the Gallery. Contacts may also be added through partnership with other Arts organizations in the area.

3. A Case Statement needs to be developed. This should reinforce the mission of ACAF as well as highlight the successes for each element within that mission. The Case Statement needs to be compelling and appeal to the market that is being targeted. Accordingly, there may be several arguments included in the Case Statement, even though only a few may be used for any particular campaign.
4. A letter making the appeal needs to be prepared. If the appeal is focused on people who may be unfamiliar with ACAF, then the letter needs to explain the history and background of ACAF and its current programs. If the letter is going to someone familiar with the program, then the focus should be on recent accomplishments and the direct benefits of ACAF to that individual.
5. Any campaign for donations should be personalized as much as possible. Mail merging programs allow for a fair amount of custom letter writing, but it is still somewhat artificial. The best approach is to have ACAF members and Directors review the mailing lists and if there are any recipients that are known to a Board member, then a short note should be penned by that individual, and include it in the delivery.
6. Follow up is also critical in order to produce the most revenue per campaign. Simply sending a letter is not enough. Follow up phone calls or other contacts help to increase the likelihood of a contribution.
7. As important as it is to make the appeal and to follow up, once funds have been received, it is even more important that a note of thanks is sent to the donor. This is good business and provides the donor with confirmation of the gift, for tax purposes.

Section Four: Sponsorships

1. ***Event Sponsorships.*** Sponsors should be solicited for each event or program undertaken by ACAF. The dollar amount and number should be established by the appropriate committee. Event sponsors should be recognized in all printed materials relating to the specific event they are sponsoring. In addition, they should be recognized at least once during any presentations or announcements at the event.
2. ***Matching Sponsorships.*** This is a sponsorship that can be used to increase the value of the gift to ACAF, while not being that expensive for the sponsoring business. The basic concept is that the business would offer a credit for items or services needed by ACAF, and that would represent the sponsorship level. ACAF in turn would agree to spend a comparable amount with the business during the year. For example, a business could offer ACAF a credit of \$500 provided ACAF spent \$250 with the same business. The sponsorship level would be \$500. The actual matching requirement and maximum contributions would be worked out between the business and the Board on an annual basis. The business would receive recognition wherever possible (for example, a sign company could put its logo on the sign produced; all sponsors would be recognized in the Annual Report).

The types of businesses would depend on ACAF's needs. Typical businesses could include Sign Companies; Office Supplies; Art supplies; Printing and Graphic services; and Food and Groceries.