WF 102: Building a Stronger Movement

A Focus on Donor Care and Cultivation
HOW WE RAISE MONEY

• Individual contributions made by WF Friends
• Donations as a result of Friends’ solicitation efforts
• Donations as a result of planned giving efforts
• Interest earned on World Foundation investments
WHAT WE DO WITH THE MONEY WE RAISE

Friends Raise Money

WF sends grant applications to Members and informs WAGGGS of funds available

Members submit grant proposals

Members informed of grants awarded

World Foundation Board awards grants
## A LOOK AT THE DATA:
### Donations Made to the World Foundation as of Aug 15, 2016

<table>
<thead>
<tr>
<th>COMMITTEE</th>
<th>#DONORS</th>
<th>#DONATIONS</th>
<th>$ DONATED</th>
<th>AVERAGE DONATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends of Our Cabaña</td>
<td>208</td>
<td>271</td>
<td>$42,890</td>
<td>$158.27</td>
</tr>
<tr>
<td>Friends of Our Chalet</td>
<td>209</td>
<td>249</td>
<td>$45,603</td>
<td>$183.14</td>
</tr>
<tr>
<td>Friends of Pax Lodge</td>
<td>124</td>
<td>144</td>
<td>$22,666</td>
<td>$157.40</td>
</tr>
<tr>
<td>Friends of Sangam</td>
<td>72</td>
<td>107</td>
<td>$34,407 ($26,235 specifically for the pool)</td>
<td>$321.56 ($1,093 for pool)</td>
</tr>
<tr>
<td>Friends of WAGGGS USA</td>
<td>99</td>
<td>125</td>
<td>$30,638</td>
<td>$247.08</td>
</tr>
<tr>
<td>WAGGGS Development Fund</td>
<td>45</td>
<td>71</td>
<td>$187,222</td>
<td>$2,636.93</td>
</tr>
<tr>
<td>Operating Fund</td>
<td>68</td>
<td>108</td>
<td>$42,150 $20,335 was raised at 2015 Auction</td>
<td>$20,335 was raised at 2015 Auction</td>
</tr>
<tr>
<td>Endowment</td>
<td>21</td>
<td>27</td>
<td>$38,563</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1102</td>
<td></td>
<td><strong>$444,139</strong></td>
<td><strong>$403.03</strong></td>
</tr>
</tbody>
</table>
ENGAGING DONORS:
Solicitation Materials Available through the World Foundation

- A “complete” solicitation packet includes:
  - Annual solicitation letter from the chair of the committee and WF President
  - A copy of the current “rack card”
  - A donation envelope
  - Solicitation letters will often have a hand-written/personal note added by the Friend making the solicitation
ENGAGING DONORS:
A Closer Look at the Donation Envelope

• It is okay to fill in the line “with a particular interest in” with your committee’s name
• Make sure that you write your name on the “Committee Member Name” line
ENGAGING DONORS:
Remembering to Thank Your Donors

• Thank you notes are available through Robin for each committee

• Small, inexpensive gifts, representative of the world centre are a great way to tell the centre’s story
## A LOOK AT THE DATA: Solicitation Materials Requested by Friends

<table>
<thead>
<tr>
<th>COMMITTEE</th>
<th>#FRIENDS REQUESTING</th>
<th># FRIENDS NOT REQUESTING</th>
<th># MATERIALS REQUESTED</th>
<th># DONATIONS</th>
<th>$$ RAISED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends of Our Cabaña</td>
<td>36</td>
<td>25</td>
<td>382</td>
<td>204</td>
<td>$34,794</td>
</tr>
<tr>
<td>Friends of Our Chalet</td>
<td>31</td>
<td>6</td>
<td>683</td>
<td>226</td>
<td>$40,228</td>
</tr>
<tr>
<td>Friends of Pax Lodge</td>
<td>23</td>
<td>14</td>
<td>269</td>
<td>134</td>
<td>$20,756</td>
</tr>
<tr>
<td>Friends of Sangam</td>
<td>20</td>
<td>12</td>
<td>170</td>
<td>69</td>
<td>$28,687</td>
</tr>
<tr>
<td>Friends of WAGGGS USA</td>
<td>21</td>
<td>17</td>
<td>90</td>
<td>53</td>
<td>$26,487</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>131</strong></td>
<td><strong>74</strong></td>
<td><strong>1,594</strong></td>
<td><strong>686</strong></td>
<td><strong>$150,952</strong></td>
</tr>
</tbody>
</table>
IMPORTANT INFO TO REMEMBER

Monies Raised through Friends’ Solicitation Efforts

- Inform your donors that we can only accept checks made payable to World Foundation, World Foundation for Girl Guides and Girl Scouts, Inc. or WFGGGS

- **Never** accept a check made out to you, your committee, or a check made out to “Cash”
  - If you receive a check, send it immediately to the Bank of Indianapolis:
    - PO Box 6457 – Dept. 276
    - Indianapolis, IN 46206

- **Never** send cash to Robin

- Donations can always be made through PayPal on the World Foundation website: www.worldfoundationgggs.org
A LOOK AT THE DATA:
Monies Raised through Memorials, Honoraria and Planned Giving as of Aug 15, 2016

<table>
<thead>
<tr>
<th>COMMITTEE</th>
<th>#MEMORIAL</th>
<th>#HONORARIA</th>
<th>$PLANNED GIVING</th>
<th>TOTAL DONATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends of Our Cabaña</td>
<td>43</td>
<td>29</td>
<td>$600.00</td>
<td>$8,326</td>
</tr>
<tr>
<td>Friends of Our Chalet</td>
<td>24</td>
<td>23</td>
<td></td>
<td>$7,315</td>
</tr>
<tr>
<td>Friends of Pax Lodge</td>
<td>4</td>
<td>13</td>
<td></td>
<td>$1,505</td>
</tr>
<tr>
<td>Friends of Sangam</td>
<td>4</td>
<td>12</td>
<td></td>
<td>$1,590</td>
</tr>
<tr>
<td>Friends of WAGGGS USA</td>
<td>10</td>
<td>13</td>
<td>$20,279</td>
<td>$1,525</td>
</tr>
<tr>
<td>WAGGGS Development Fund</td>
<td>14</td>
<td>5</td>
<td>$20,279</td>
<td>$25,565</td>
</tr>
<tr>
<td>WF Endowment</td>
<td>1</td>
<td>7</td>
<td>$26,181</td>
<td>$29381</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td><strong>95</strong></td>
<td><strong>$52,460</strong></td>
<td><strong>$75,207</strong></td>
</tr>
</tbody>
</table>
MEMORIALS, HONORARIA, AND PLANNED GIVING

Memorials, Honoraria, and Planned Giving

$22,747

$52,460

Memorials and Honoraria
Planned Giving
IMPORTANT INFO TO REMEMBER:

Acknowledging Donors and Donations

• Donors who make a gift of $250 or more receive a tax-acknowledgement letter from Robin
• Any person named as an honoree receives a letter from Robin
• All Friends receive info from Robin about donors and donations through Monthly Donation reports
• Friends are expected to thank donors for their donations
ACKNOWLEDGING HONORARIA

- Person being honored receives info about the honorarium, who made the gift, and the address of the donor (so that they can write a thank you)
- Person making the donation is not contacted because they already know that they’ve given
- Friends and committee chairs are informed through the Monthly Donation report
ACKNOWLEDGING OTHER GIFTS

• Gifts made “in memory of” are acknowledged by letter to the related party.
• A thank you letter is sent to the company of an employee who made a matching gift. A copy of this letter is sent to the employee who made the initial gift.
IMPORTANT INFO TO REMEMBER:
Recruiting New Friends to Join in the Fun

• Recommendations for Friends come from committees to the WF Board for approval
  • It is the Friends committees’ responsibility to vet their potential Friend and to explain commitment and expectations
  • Friends recommendations come from committees to the WF Board for approval twice a year

• Individuals recommended by the chair of each Friends committee are approved by the WF Board at each board meeting for a three-year term
MORE IMPORTANT INFO TO REMEMBER:
Recruiting New Friends to Join in the Fun

- Newly approved Friends are contacted by Robin via email and the committee chairs are cc’d
- Committee chairs should immediately reach out to new Friends in order to engage them in the work being done and to provide some type of training.
A LOOK AT THE DATA:
Monies Raised through Investments

- Approximately $940,000 currently invested with Morgan Stanley Global Strategist portfolio
- Funds are considered “principle” and are held for investment
- Interest earned is reinvested and/or used to offset administrative costs and to close funding gaps in grants (as necessary)
AREAS OF GREATEST POTENTIAL

- Recruit more Friends to share in the work and the joy in doing it
- Ensure 100% of our Friends and the WF Board make a personal donation each year
- Continue efforts to raise $2 million for the WF Endowment Fund
- Increase efforts to ensure the World Foundation is named through planned giving efforts
- Increase the Foundation’s presence at upcoming National Council meeting and through council connections