

# Fund Development Strategies

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CEO, Woodcraft Rangers



# 67 Years Ago

## War On Poverty

- Woodcraft starts serving youth in the Inner-City

## Programs

- Weekend and Summer Camps
- Tribe program (scout-like program)

## Funding

- LA Times Summer Camp Fund
- United Way
- Membership dues

# Late 1980's and Early 1990's

## Camp

- Primarily Camping Program
- Late 1980's began TUPE programs
- Weekend Camps

## Tribes

- Volunteer programs
- Primarily in South Los Angeles and San Fernando Valley

## Funding

- United Way – operational funding
- LAUSD TUPE grant in 1989 for \$1 million
- DPSS for foster children to attend camp
- Weed and Seed for Tribe program

# 1992-2010

## Camp

- Summer Camp (three weeks)
- Family Camp
- Leadership Camp

## Programs

- Elementary, Middle and High School Comprehensive Programs
- Specific Club programs
- Four Districts and center-based programs
- For-fee and free programs

## Funding

- Primarily government and public funded
- Largest funding source school districts
- Private foundations and United Way third largest contributor
- Individual donors
- Acquisitions
- Products and services

# Diversified Funding Strategy



## Grants and Contracts

- Government
- Public and Private Foundations
- Family Foundations
- Corporations

## Individuals

- Annual Donors, including alumni
- Fundraisers and Event attendees
- Networks

## Products and Services

- Skate Parks
- Trainings
- Rock the Classroom
- New products

# Traditional Fundraising Strategies

## Direct Mail

Annual Giving Campaign

Quarterly Newsletters

Event invitations

## Media

Radio

Television

Program / - Media Fundraisers: LA Times Summer Camp

## Grants

Government grants

Foundation

Family Foundation

Corporate

# Traditional Giving Campaigns Summer Camp



1605 W. Olympic Blvd, Suite 600  
Los Angeles, California 90015  
Phone 213.249.8293


**Sergio Medrano** (ext 228)  
Camp Director

**Amber Walters** (ext 232)  
Events Manager / Camp Administrator

**Cathie Mastroy** (ext 231)  
Chief Executive Officer




We want  
our forest filled  
with strong, healthy trees



and strong, healthy  
children

For more than 86 years, thanks to generous support from friends like you, Woodcraft Rangers has provided a healthy camp experience for at-risk children. Blue Sky Meadow provides a healthy, clean environment for our campers where, far from the urban environment, they can breathe fresh air while hiking, swimming and enjoying all of our camp activities.

**Our formula is simple: outdoor exercise + nutritious food + improved self esteem = lots of very healthy children**

The National Institute of Health says "one child in five is overweight", a condition which can lead to diabetes, high blood pressure, heart disease, and other serious problems. Two of the primary contributors to overweight are fast food and television—a combination you won't find at our camp. We want our kids to turn their eating and leisure habits around, and develop more healthful habits that can be taken home and practiced for the rest of their lives. We ask you to help us improve our children's health starting at camp.

Our forest trees stand tall—full of healthy growth, supporting birds and other wildlife; we want the same strength, and full-of-life future for our children.

Thank you for your generous support.




# Annual Giving Campaign - 2009



**Woodcraft  
Rangers** *the thing to do  
after school!*

1625 W. Olympic Blvd.  
Suite 800  
Los Angeles, CA 90015  
telephone: 213.749.9293  
fax: 213.388.7088  
[www.woodcraftangers.org](http://www.woodcraftangers.org)

*Our Mission:*  
Guiding young people  
as they explore pathways  
to purposeful lives.



# Event Invitations



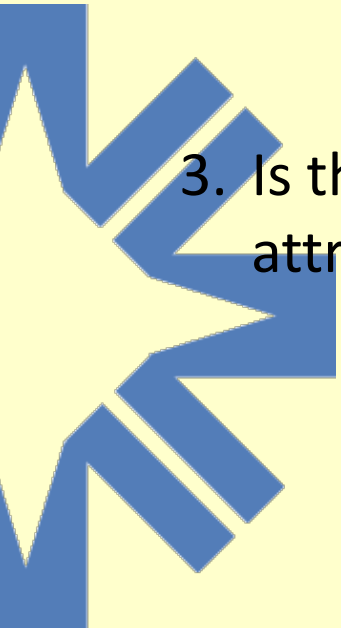
Annual Fall Fest



Wine Tasting and Fashion Show

# Discussion

1. What traditional fundraising strategies does your organization use?
2. What trends are you seeing in your fundraising activities?
3. Is there a particular age group that you can identify who is attracted to one campaign or an event?



# Tracking Results

- The overall direct mail fundraising goal, however, is not just to increase the average pledge, but to increase the number of donors.
- Direct mail campaigns have a rate of return-donations of 2%.
- Fundraising Events require a lot of time, energy and resources to be successful but also introduce new people to the organization and allow supporters a chance to network.
- Track each event to ensure that you are maintaining or increasing your donations each year.
- Have clear goals and expectations.

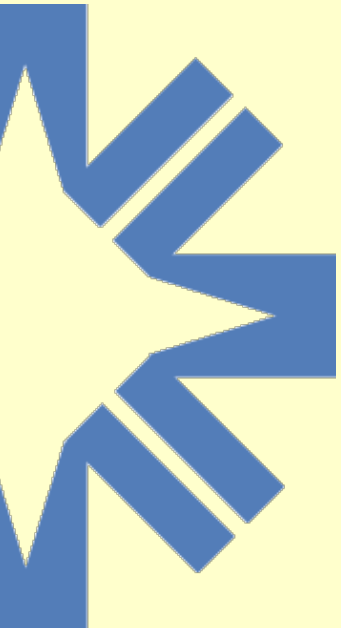
# Networks

- Networking is about being genuine and authentic, building trust and relationship, and seeing how you can help others.
- You need to know what your goals are for participating in a networking meeting/event. Some meetings are more for information gathering than making business connections.
- Become known as a powerful resource for others. Once you are known as a resource others will come to you for suggestions, ideas and names of others you can refer to them.
- Have a clear understanding of what you do and why and for whom. What makes you stand apart.
- Know what you want from the relationship and be able to articulate it.
- FOLLOW through, call those who can benefit you and visa versa.

# Networking

THE MOST TRUSTED FORM OF ADVERTISING TODAY IS A RECOMMENDATION FROM ANOTHER PERSON “JUST LIKE ME.”

*It is the new way of doing business.*



# Tracking Results

- Have a goal for each event or meeting
- Have a long term goal e.g. contributors, board members, ambassadors.
- Have a timeline.
- Make it fun!
- Acknowledge that some acquaintances will be social while others will benefit your work.

# Friend-raising verses Fundraising

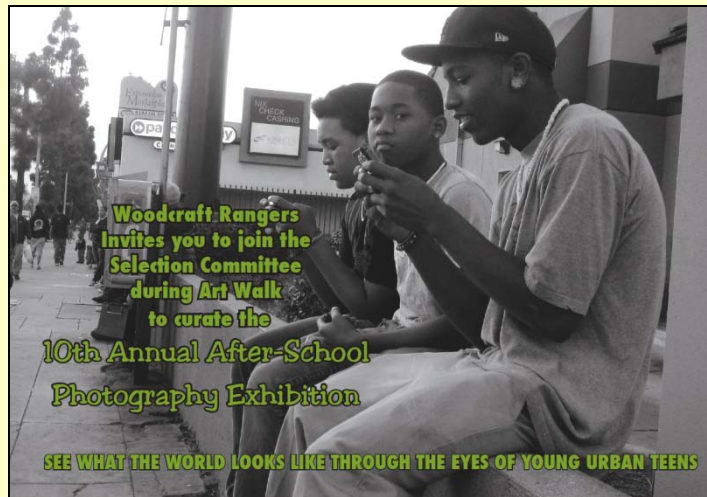
## Friend-raising Events

- The goal is to increase attendees knowledge about the organization with the potential of a new donor, volunteer or board member.
- May or may- not include a cost to attend.
- A large component of the event is to speak about the organization mission and needs.

## Fundraising Events

- The goal of the event is to raise money for the organization.
- Always includes a cost to attend.
- Part of the event is to speak to the mission but it is not the purpose of the event.

# Friend-raising Events



**Woodcraft Rangers  
Invites you to join the  
Selection Committee  
during Art Walk  
to curate the  
10th Annual After-School  
Photography Exhibition**

**SEE WHAT THE WORLD LOOKS LIKE THROUGH THE EYES OF YOUNG URBAN TEENS**



## Our Kicks Design Showcase!

February 23, 2010, 5:30 – 8:00 p.m.  
*Sportie LA*, 7753 Melrose Avenue  
Los Angeles, CA 90046

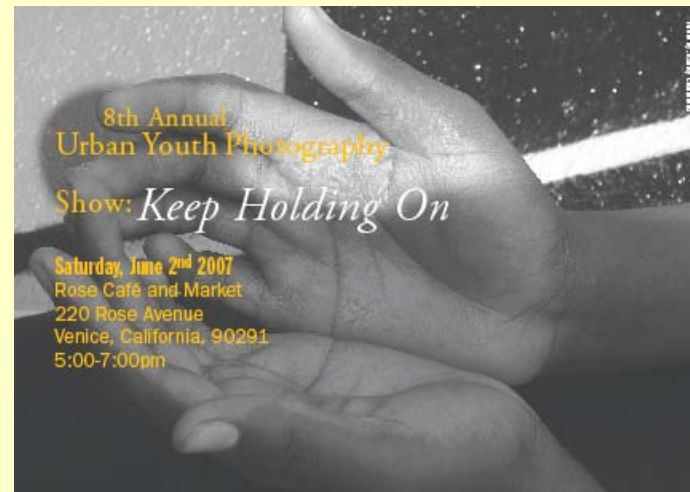
**Woodcraft Rangers**  
Please Join our Fashion Club students from South East High School create new one-of-a-kind "wearable art" sneakers for your feet! These masterful designs and more will be available for purchase during a dazzling reception at Sportie's legendary Melrose Avenue store.  
**Live DJ and Refreshments**

Suggested RSVP to Amber Walters at 213.240.9293, ext. 232. For more information, visit our website at [www.woodcraftangers.org](http://www.woodcraftangers.org).  
Parking is available in Sportie L.A.'s parking lot as well as on the street.



## Tour of the Stars

Woodcraft Rangers  
Huntington Park High School  
San Antonio Elementary School



## 8th Annual Urban Youth Photography Show: *Keep Holding On*

**Saturday, June 2nd 2007**  
Rose Café and Market  
220 Rose Avenue  
Venice, California, 90291  
5:00-7:00pm

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# Democratization of Philanthropy & Social Media

- “This is pretty revolutionary, that technology allow us to do this,” Dennis Whittle said. “it used to be that if you wanted to give and have an impact, people thought you had to be Bill Gates or Oprah Winfrey. It because of the technology works, you can be an ‘ordinary Oprah.” If you’ve got \$10, or \$100 or \$1,000, you can come and find a school in Africa to support, and you can get updates from the field to get responses to your support.

*--Dennis Whittle, CEO of Global Giving*

# Citizen Philanthropy

- Katherine Fulton says that the democratization of philanthropy is happening because of the mass opportunity afforded to us by the internet and because of “a new moral hunger” which is arising.
- Citizen Philanthropy provide new donations (i.e. Haiti/ Red Cross mobile giving) from their own social network, facebook, etc. Every time you open their page there is an ask.
- Cause-based Organizations such as Kiva.org have been developed and are successful because of web 2.0

# Social Media Marketing

- Allows customers and fans to spread your ideas and share your stories.
- The web points the world to your virtual doorstep.
- A social media marketing strategy is your roadmap to new donors and fans

# Your Audience

- Facebook: 360,000,000 users
- YouTube: 120,000,000 viewers
- Linked In: 50,000,000 professionals
- Twitter: 40,000,000 tweets a day

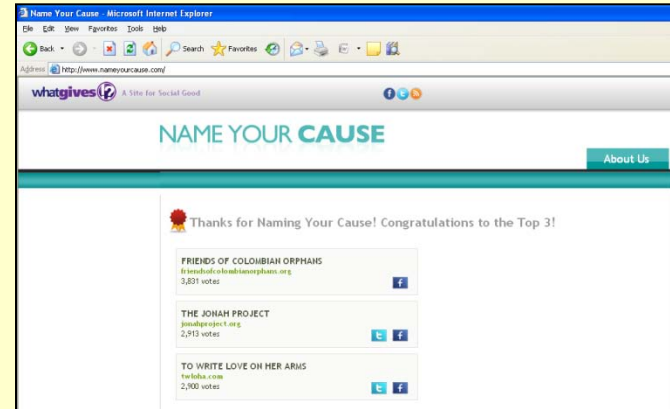
# Social Media

It's Free.....



# Popular Sites

- Name Your Cause
- YouthGive.org
- Slideshare
- Flickr
- Constant Contact



# YouTube and Facebook

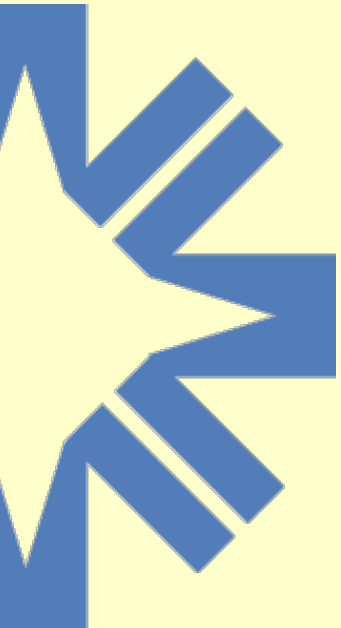
A screenshot of the Woodcraft Rangers Facebook profile page. The page header includes the Facebook logo and a search bar. The profile name is "Woodcraft Rangers" with tabs for Wall, Info, Photos, Discussions, and Video. A "Write something..." text box is visible. The profile bio states: "Woodcraft Rangers has a proud 87-year history of providing innovative and creative programs for children and youth through enriching after-school and evening programs." The "Information" section lists the founding year as 1922. A "12 Friends Like This" section shows profile pictures of Juan Carlos Hernandez, Cathie Woodzov, Laurie Ann Miller, Lyette Zarate, and Ryan Wharton. The main content area shows a post from "podcrjers" dated April 7 at 4:53pm, titled "Woodcraft Rangers Check out winners of Spirit Jam 2010 - these stars sure can dance!". Below this is another post from "podcrjers" dated April 7 at 4:53pm, titled "Woodcraft Rangers! Save the Date! Join us at The Exchange Thursday, May 13, 2010 6:00-9:00 pm during Art Walk for our Annual Curator for the Day event".

A screenshot of the Woodcraft Rangers Facebook profile page, specifically the "Albums" section. The browser title is "Woodcraft Rangers - Microsoft Internet Explorer". The page header is identical to the previous screenshot. The "Albums" section shows a grid of photo albums: "Spirit Jam 2010" (11 photos), "Wall Photos" (3 photos), "Lindbergh Beacon Light's Up For After-school" (20 photos), and "10th Annual Urban Youth Photo Show" (25 photos). There is also a "Profile Pictures" section with 1 photo.

A screenshot of a YouTube video player. The video title is "Woodcraft Rangers After School Program" by the channel "flynnadv". The video shows a woman with long, wavy blonde hair wearing a light purple top, identified as "Kyra Sedgewick Actress". The video player interface includes a search bar, "Browse" and "Upload" links, a "2 videos" indicator, and a "Subscribe" button. The video progress bar shows 0:04 / 4:59. The video description reads: "flynnadv — March 23, 2009 — Woodcraft Rangers has a proud 86-year history of providing innovative and creative programs for children and you...". The view count is 710.

# YouTube

[Link](#)



# Email Fundraising

- Email is an effective way to communicate with donors, and to raise money without substantially raising your overhead.
- E-mail will not replace direct mail fundraising in your communications mix.
- E-mails allow you to inexpensively provide reasons and reminders to give when they can be most effective.
- Some donors are more likely to read and act on an email and it's not particularly complicated to do.
- Your email fundraising will work alongside your other communications. Don't think of email as an alternative to direct mail or a website – email campaigns can be effective companion pieces to existing direct fundraising appeals.
- Evaluate whether your emails will coincide with a direct mail solicitation or fill an open slot in your direct mail schedule.

# An integrated Approach



# Technology User Demographics

- **Young tech elites:** comprise 6% of the population and their average age is 22 years old. **All of them have internet access and most of them have cell phones,** This group heavily participates in online interactivity including: music downloads, participation in online groups, viewing streaming audio and video clips.
- **Old wired baby boomers:** comprise 6% of the population and their average age is 52. **This group spends more money online than any other group.** They all have internet access and 82% have cell phones.
- **Wired GenXers:** comprise 18% of the population and their average age is 36. All of them use the internet. **Cell phone use is 82%.**
- **Wired Senior Men:** comprise only 1% of the population and are very highly educated. Their average age is 70 and they have been online for about 10 years. **Online activities include information gathering and online transactions.**
- **Young Married:** comprise 15% of the population and their average age is 24. **Internet use is 66%, while 56% have cell phones.** Most of them are likely to be married with children.
- **Low-Tech Older Baby Boomers:** make up 21% of the population and their average age is 54. **Internet use is 51% while more of them (60%) have cell phones.** This group has a lower than average income.
- **Unwired Baby Boomers:** comprise 16% of the population, with an average age of 39. **Internet use is 45% and 69% have cell phones.** They tend to be married with children and do not have a lot of free time to devote to technology.
- **Low-Tech Elderly:** make up 16% of the population and have an average age of 73. Internet use is 12% and 39% of them have a cell phone. **This group is oriented to traditional media with 78% watching the news on TV every day.**

# Discussion

- Using the technology user demographic chart. How would you target the group to donate to your organization?
- Would you use traditional networking events, friend-raisers or social media or a combination of a few, and why?
- What might you change in your fundraising strategy to attract all donors?

# Questions and Comments

# Thank you

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(213) 249-9293 ext 231

