



Eau Claire
Community
Foundation
The *heart* of the *community*

25th Anniversary Toolkit for Nonprofits

Help US Help YOU During Our 25th Anniversary Celebration!

ECCF is excited to celebrate its 25th anniversary, and we want YOU to be a part of our year-long celebration! We'll be launching a new online Grant Catalog to help YOU raise money through crowdfunding.

The Grant Catalog is a great opportunity to make creative requests that entice donors to learn about your organization and give. Just let the donors know how your nonprofit will put their money to work!

Benefits of Participating

- You'll have a new platform for promoting your organization and its work.
- You can raise money for your organization's greatest needs.
- ECCF will process and track donations for you.
- Your organization will be recognized at ECCF's 25th anniversary celebration on June 20, 2022.
- The application form is short and easy to complete.

But Wait...There's More!

Not only can you crowdsource funding for your organization, but the top three fundraisers in each giving category will receive **Bonus Grants!**

- **First place: \$10,000**
- **Second place: \$7,000**
- **Third place: \$5,000**
- All other applicants who raise at least \$1,000 will be entered into a random drawing for three **\$1,000 grants** in each category.

About the Online Grant Catalog

The Online Grant Catalog will be open for four cycles between June 2021 and May 2022. (See tentative timeline on last page.) Each opening will focus on a specific giving category:

1. **Create Culture** (visual and performing arts, museums, literature)
2. **Form Futures** (education and training)
3. **Give Green** (animals, fitness, the environment)
4. **Offer Opportunities** (basic needs like food, shelter, and medical care)

Each cycle will accept applications for about three weeks, after which it will go live for about three weeks. Each application will have its own Donate button to collect crowdsourced contributions.

There's no maximum request amount!

You can request unrestricted funding for general operating needs. You can also request funding for specific programs or asset purchases. Determine your greatest needs, and ask the donors to support them!

NOTE: ECCF will collect a 5% operational fee from donations received to cover the cost of administering the crowdfunding event.

Crowdfunding Opportunity Timeline

2021

Create Culture

June 4	Grant Applications open
June 28	Grant Applications close
June 29	Formal Grant Application acceptance
July 6	Grant Catalog opens
July 16	Amounts Funded (so far) made public
July 28	Grant Catalog closes
Aug 10	Press Release & Facebook Live awarding of Bonus Grants

Form Futures

Sept 3	Grant Applications open
Sept 27	Grant Applications close
Sept 28	Formal Grant Application acceptance
Oct 4	Grant Catalog opens
Oct 15	Amounts Funded (so far) made public
Oct 27	Grant Catalog closes
Nov 16	Press Release & Facebook Live awarding of Bonus Grants

2022

Give Green

Jan 10	Grant Applications open
Jan 31	Grant Applications close
Feb 1	Formal Grant Application acceptance
Feb 7	Grant Catalog opens
Feb 18	Amounts Funded (so far) made public
March 2	Grant Catalog closes
March 17	Press Release & Facebook Live awarding of Bonus Grants

Offer Opportunities

March 14	Grant Applications open
April 4	Grant Applications close
April 5	Formal Grant Application acceptance
April 11	Grant Catalog opens
April 22	Amounts Funded (so far) made public
May 4	Grant Catalog closes
May 18	Press Release & Facebook Live awarding of Bonus Grants

25th Anniversary Celebration!

June 20	Save the date!
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Want to Participate in this Crowdfunding Opportunity?

Step 1 - Email ECCF Program Specialist Rebecca White Body at grants@eccfwi.org; she'll send you a link to the application form. You'll have approximately three weeks to apply.

Step 2 – Complete the short and easy application, which requires the following:

- A **Short Description** of your organization (65 characters max).
 - Catch readers' attention by briefly describing your organization's mission.
- A more **Detailed Description** of your funding needs.
 - Tell donors how your organization will use the money you raise through the Grant Catalog. Show them how you'll improve the community and change people's lives. The more heartwarming, the better!
- The amount you'd like to raise.
 - Provide an estimate of your funding needs in the Requested box, which is a default feature of the Grant Catalog software. But since the goal is for your organization to raise as much money as possible, this requested amount will be **hidden from donor view**. That way, donors can give even more than your original request.
- A **Required Photo** to go with your request (at least 300 x 300 px).
- Your organization website.
- A contact name, email, and phone number.
- The software has a built-in upload for a PDF, but you don't need one for this Grant Catalog. Feel free to skip this part!
- **Start your fundraising plans now!**

Step 3 – Acceptance of grant application. We can only accept one application from each nonprofit per cycle, but you can submit an application to up to two cycles if you have requests that apply to more than one giving category.

Step 4 – Plan your fundraising strategy. The more people know about your Grant Catalog request, the more contributions you'll collect. You can publicize the Grant Catalog in your newsletters, social media, website, or anything else you can dream up!

Step 5 – Press Release & Facebook Live awarding of the Bonus Grants!

How Can a Potential Donor Give?

- **Donate online:** Click the "Donate" button next to each application in the Grant Catalog.
- **Cash Donations:** Send checks to ECCF, 306 S. Barstow St. Suite 104, Eau Claire, WI, 54701, with the nonprofit name in the memo line. Envelopes must be postmarked the day the grant catalog closes.
- **IRA Option:** Required minimum distribution (RMD) from retirement funds kick in at age 70.5. This may be a great opportunity for donors to utilize an IRA to support your organization. Donors must notify ECCF of the incoming gift by the Grant Catalog closing date.

Help Us Help You!

For 25 years, ECCF has stewarded charitable funds for Eau Claire area individuals, nonprofits, and businesses. Heartfelt local giving allows us to support meaningful initiatives and connect people for the common good. Together, we'll support the important work your nonprofit is doing on behalf of the community. What better celebration can there be?!

Example Online Grant Catalog:

The ECCF software has a built in online "Grant Catalog" where ECCF can make special projects open to the public for crowdfunding. The Grant Catalog is visible from the Online Donations page and the Donor Fundholder Portals.

The screenshot shows a table of grant requests. The first row is for 'Childrens House April's Children Farm & Food Program'. It includes a photo of children in a field, a short description, a detailed description, a 'Requested' amount of 1,850.00, a 'Funded' amount of 600.00, and a 'Donate' button. The second row is for 'Fur & Feathers 4-H Purchase Learning Lab Kits for Orcas 4-H Clubs'. It includes a photo of children with a sign, a short description, a detailed description, a 'Requested' amount of 2,000.00, a 'Funded' amount of 0, and a 'Donate' button. Annotations with arrows point to the 'Short Description', 'Detailed Description', 'Requested: Hidden from Donor View', 'Funded: \$ raised so far', and 'Required Photo' fields.

Nonprofit Use of Eau Claire Community Foundation 25th Anniversary Logo

The preferred logo is the full color, blue vertical version.

If the background is dark, use the white with blue and orange colored version.



Size Requirements

Preferred logo size is 1.5" wide with a white space of .125" around all sides.

Minimum logo size is 1.125" wide. The logo should not be displayed or printed smaller than this.



Promotional Tools for Nonprofits

ECCF is excited to celebrate its 25th anniversary, and it's even more excited to celebrate by helping your nonprofit raise money! During ECCF's 25th Anniversary celebration, nonprofits can use our online Grant Catalog to crowd fund donations AND win bonus grants of up to \$10,000. But you can't do this without your donors. Generating excitement is key, and it's important that you stress the value of your donors' support when it comes to your success.

We want you to have the best chance at fundraising for your organization, so we've pulled together a few tips and tools for self-promotion, fundraising, and ways to get connected with the Eau Claire community.

Creating Content and Continuing Engagement

Content is Paramount: To successfully engage with the community and potential donors, nonprofits need to have a well-established presence on social media. Strong content should be your main focus.

Build a Social Media Community: This is an ongoing process. When you are on Facebook, Twitter and Instagram, you have the option to like/follow other organizations. Think of this as your community. When scrolling through your feed, posts from these organizations will pop up for you to interact with.

Stay Connected With Other Local Nonprofits: Ensure you like/follow other ECCF nonprofits, fund holders, and employees of those nonprofits. Supporting and engaging with each other allows promotional information to be shared and spread to a wide variety of viewers. By doing this, you can help each other build your online communities.

Teasers: Prior to posting about options to donate, intrigue your audience with "teasers" about what you are fundraising for and how they can support your organization. Teasers can be very useful in keeping your audience engaged and excited about what you are doing for your organization.

Be Social: This is social media we are talking about, after all: engage, interact, share, ask, like, react, support. Social media isn't just about posting. You have to be social to see strong social media results.

Social Media

Social media is going to be your best friend when it comes to promoting and fundraising for your organization. Social media can help nonprofits engage with our community and create a platform that amplifies their efforts to better Eau Claire. Using social media is a must for promoting your nonprofit, attracting interested members/donors, and getting community feedback.

When in Doubt, ACT (An Acronym to Use as a Guide for Posts)

Ask: Ask yourself who is your audience and who is interested in the post. Are you engaging with that audience? Does the content of your post appeal to the audience?

Create: Create a post that is clearly communicated. Read it out loud to be sure. Also, make sure content is concise, words are spelled correctly, and the post shows your organization's voice.

Tag: Tagging companies or social influencers helps make connections and gives your post more impressions and chances to be seen. Be sure to use the "@" symbol before a name to allow the option to tag.

Standard Best Practices for Fundraising

Ways to Give: Before asking donors to donate, you must know all the ways they can support your nonprofit such as cash, checks, credit cards, stocks, and/or IRA/QCD. (ECCF will process the stock gifts for the Grant Catalog crowd funding.)

Pick Up the Phone: In the age of COVID, meeting with donors in person is virtually impossible, but a phone call done right can be just as effective. Focus on your organization's top donors and see if they want to be involved in the fundraising you are doing. Asking yourself questions like "why is this fundraising important to our organization?" and "why would a donor want to be involved?" can help get the ball rolling on getting potential donors interested in the work you are doing.

Lean on Your Socials: As mentioned before, social media can be a huge tool for reaching out to the Eau Claire community and potential donors. It is key to stress the importance of fundraising and what the donor will gain from supporting your nonprofit (recognition at ECCF and your organization, potential to help you win bonus grants of up to \$10,000, and giving back to the Eau Claire community).

Start Sooner Rather than Later: Fundraising and self-promotion take time and resources. Planned communicating is going to give you the best results when it comes to fundraising, connection making, and spreading the word about your efforts. It is key to create a plan for fundraising as soon as possible so your organization does not get overwhelmed and you have plenty of time to make adjustments if necessary.

Relationship With the Media: Although a strategic marketing program contains many elements, building a solid ongoing relationship and fruitful interactions with the media is an important part of this effort. Connections with the media could look like: press conferences, press releases, and/or interviews. Get to know local media and what they cover; this is important to having your story covered.

Promote in Newsletters: Promoting in newsletters is a good way to engage with people already invested in the success of your organization. This can help draw their attention to your fundraising efforts and highlight the importance of their continued support of your organization.

Show, Don't Tell: Be descriptive in your publicity materials. For example, an article beginning "As I began to speak, my heart pounded with excitement. My eyes filled with tears as they handed the \$10,000 check to me" is more effective than "ECCF presented a \$10,000 check to our nonprofit today."

Push for IRA: Required minimum distribution (RMD) from retirement funds kicks in at age 72. This may be a great opportunity for donors to utilize an IRA to support your organization. If a donor chooses this option, please notify ECCF of the incoming gift for your nonprofit.

Thank Your Donors! Make sure to acknowledge and thank your donors in as many ways possible (newsletter lists, social media, personal meetings and/or phone calls). You couldn't do your great work without them!

We wish you all the best in your fundraising and look forward to supporting your great work!

Example Posts for Fundraising Campaign

Use these steps as a framework to guide you through the self-promoting process:

1. General Announcement/Appeal

- Introduce your campaign and ask people to donate or get involved.
- Use an image or graphic that represents your cause.
- Insert links to where to donate.
- Use hashtags! This will draw in views from other pages and hopefully more donors.

Example: “We are looking to the Eau Claire community for support during ECCF’s 25th Anniversary Celebration. Our goal is to raise [x amount of money] with the hopes of being in the top three fundraisers to receive a bonus grant from ECCF! We have already raised [x amount of money] but we need your help to get there! Donate here [link to donation site/address to send checks etc.]”

2. Progress Update

- This post seeks mobilization from your supports by showing them you are on your way to success.
- Donors want to be a part of a winning team, so use Facebook to show your community and your donors that you are halfway there.
- Don’t forget to keep linking each post back to your campaign so people can contribute.
- You can post two or three variations of this post during your fundraising process, it is key to keep the community engaged.

Example: “We are half way there! We have raised [x amount of money] through ECCF’s 25th Anniversary campaign. We still hope to raise [x amount of money]. Help support us today!”

3. Results and Thank You

- Once your fundraising period is over, don’t forget to follow up with what you have accomplished.
- Share the amount you were able to raise.
- Remind donors what the money will provide.

Example: “You make our work possible, and we are so grateful. Because of you, we were able to raise [x amount of money], and we even exceeded our original goal!”

*All of this is just an example. Do what works best for your organization, and don’t forget to **HAVE FUN!**



Storytelling Basics:

Tell interesting stories to grab attention. These can be stories about people, relationships, celebrities, heroism, or life drama. They can be life affirming, thoughtful, or practical. Remember, photos are absolutely critical to online storytelling. Photos allow for donors to place themselves directly into the work they are supporting or potentially supporting. Donors want to know that their gifts made a difference. It helps to be able to visualize what work you’re doing with their gift.

When storytelling, talk about positive changes that the donors made possible. This should be the bulk content of your message. Focus on the emotional connection to your donor, which will help retain them. Use stories, not statistics. Statistics are for annual reports, storytelling moves the human heart.

Report back to the donors that they have improved lives with their gift. This will help them feel that they are not just donors, but partners in philanthropy. This is also a way to humanize your organization and the work you do.

5 Stories to Tell:

1) Founding Stories/Genesis

What need was your nonprofit started to address? What problems are you called to solve? What are the foundations of your nonprofit? Involve donors in the fight of your cause. All nonprofits started because people gave.

2) Your Values:

What are the values you want to champion as an organization? Tell stories that illustrate these. For example: customer service, open communication, courage, integrity, transparency, service, impact, filling a gap, etc.

3) Addressing Problem Solving:

Donors want to be a part of solving problems bigger than themselves. What issues does your organization engage in to help solve problems in your community? Address what motivates your organization to help the most vulnerable populations, etc.

4) Phoenix Rising Stories:

Donors want to fight for a cause bigger than themselves. What are some of your “phoenix rising” stories?

5) Revelation:

Tell glorious end stories. What is it like when we finish the race? What would the world be like when our organization is no longer needed?

Stay Connected With ECCF

Facebook: @ecccommunityfoundation, <https://www.facebook.com/ecccommunityfoundation>

LinkedIn: <https://www.linkedin.com/company/eau-claire-community-foundation/?originalSubdomain=ca>

Instagram: @eauclairecommunityfoundation, <https://www.instagram.com/eauclairecommunityfoundation/?hl=en>

ECCF25 hashtags: #EauClaireGives (only for annual event content) and #ECCFYearOfGiving

ECCF website: <https://eccfwi.org/>

Recommended Crowdfunding Social Media* Timeline

Remember: Provide crowdfunding link on every post and ask your friends and followers to share.

Day 1

Formal grant application acceptance

- Follow ECCF on Facebook, Instagram, LinkedIn
- Announce your fundraising efforts on social media
- Post ECCF crowdfunding link** to social media (link provided by ECCF); request sharing of link

Day 2-5

- Plan newsletter
- Plan social media campaign for fundraising (plan for at least 5 posts on all social media accounts to help aid in fundraising efforts)
- Tell your story across social media platforms

Day 6-10

- Send out newsletter
- Update website with your nonprofit goals for this fundraising process
- Continue telling your story

Day 11-15

(Half way!) Amounts Funded (so far) will be released by ECCF

- Update social media with progress of money raised so far
- Continue telling your story; don't forget to tell friends and followers to share!

Day 16-20

- Update all social media on money planned to raise, tell a story (what does this money mean to your organization?)
- Repost/continue to share crowdfunding link

Day 21-25

- Additional progress update on social media and website to maintain interest in fundraising efforts
- Share crowdfunding link one more time
- Continue telling your story

Day 26-30

- Grant Catalog closes today
- Last chance to donate
- Thank donors for their support

Day 30-32

- Thank you post for donations and support on social media
- Post results of funding; how much did you raise?
- Give final progress update on all social media

After Crowdfunding Closes

- Thank all donors
- Share your fundraising results
- Share date of **Press Release & Facebook Live announcement of Bonus Grants**; invite friends and followers to join!

*Social media includes: Website, Facebook, Instagram, LinkedIn, Twitter, and/or E-Newsletter

**Be sure to share ECCF crowdfunding link with every social media post

Highlighted: Refer to self-promotion timeline for important dates

Helpful Suggestions:

- Posts with graphics or video get more attention!
- Canva is a great tool with a FREE option to get started. It has lots of templates to make design easy.
- Use real photos when possible! Stock photos can be great, but ones from the organization that tell their story are always best.

Thank You

For All You Do For Our Community



Eau Claire
Community
Foundation

The heart of the community