

Friend of Fond du Lac County 4-H Fund Development Committee

Purpose of Committee

Implement and annually evaluate a sustainable fund development program for Fond du Lac County 4-H that generates financial support for annual budget expenses.

Committee Goal

The goal at the start of this program in 2011 was to raise \$10,000 annually. This may be adjusted as needed.

Committee Responsibilities and Timeline

Three letters need to be drafted in early October to be sent out in early November inviting recipients to become a Friend of FdL County 4-H.

Two different letters goes to businesses. One letter is to those businesses who gave the previous year. The second business letter is to non-givers from the previous year as well as new contacts.

The third letter goes to alumni. The alumni letter is written by an alumni member the committee recruits to write. Included with each of the three letters are the following...

- a flier highlighting current year 4-H programs and youth. It includes photos and quotes. This flier needs to be created.
- a pledge card showing the various levels of giving and how donors will be recognized
- an addressed return envelope (no postage on it)

The letter, flier, pledge card and return envelope are mailed in an envelope with a FdL Cty 4-H return address on it.

Letters, fliers, pledge cards and address labels need to be printed. Documents need to be folded, and envelopes stuffed, labeled and postage added.

There are two Excel files. One contains the names of businesses and their addresses, a no contact list, and a donor list. This file was started in 2011, the first year of the program.

The second Excel file contains the names of 4-H alumni and their addresses. It also shows which current 4-H volunteer provided us with this information. This file was started in 2012.

These files need to be kept current, with correct addresses, changing names of businesses when applicable and adding new businesses.

The committee should consider what businesses or individuals might be top donors and develop a plan to meet with them in person to request their support. If there is a donor at a higher level who had not been met with prior to donating, the committee might meet with them in person after the donation was made in order to thank them. Because the business or individual is being asked to support a youth

program, it is important that a youth or youth/adult team make the visits. Materials were developed in 2011 and are available for suggestions on how to make a call or visit to a potential donor.

As donations are received, they need to be recorded.

A thank you letter template needs to be drafted. It will be printed for each sponsor. After it is printed, a teen writes a hand-written note on the bottom of the letter to give it a personal touch. The committee needs to get the letters to the teens for their message to be added and then address the envelopes and mail the letters.

One of the levels of giving promises the donor their name/logo on the Fond du Lac County 4-H web page w/ a link to their corporate web page. The business needs to be contacted so we can get the name/logo and link they desire to be used. The committee should review the 4-H web page where this is posted and make suggestions for revisions. Other levels of giving promise printing of their names in various 4-H program fliers during the year or announcing them at events. These need to be planned for.

Donations typically come in from November through early February. Friends of 4-H are listed for the calendar year (Jan-Dec) in documents or on the web.

The committee as a whole, or the chair, should meet with the 4-H Executive Board annually to discuss concerns and successes, and make suggestions to improve the program.

Committee Membership

For the sake of continuity and sustainability, the committee should seek new membership each year while retaining some past members. Both youth and adults should serve on the committee.

Files Available to the Committee

- Copies of request and thank you letters
- Insert flier highlighting 4-H
- Pledge cards
- Excel files with names, addresses and donations
- Copies of county 4-H program brochures listing the Friends of 4-H
- Documents suggesting how to make calls/visits to donors
- Minutes from past committee meetings

Budget

At this time the UW Extension office has covered the cost of all paper, printing, envelopes and postage