**Village of Belleville**
**Minutes - Fundraising Committee Training**
**September 9, 2010, 7:00 p.m., Village Hall**

Members present: Rick Francois, Terry Kringle, Joe Donlin, Herb Blaser, Lena Funseth, Laurine Lusk. Also present Bob Sorge-MCF, and speakers/trainers Kathleen Woit-President of the MCF and Boris Frank-Executive Director of Friends of the Henry Vilas Zoo.

Committee training session:

1. Introductions: Members shared their occupations and number of years living in Belleville, and explained why they are contributing to restoration efforts. Kathleen and Boris also shared memories of Lake Belle View.
2. Current situation: Bob reviewed the total construction costs, funds already secured and funding still needed.
    a. Handout-Lake Belle View Anticipated Timeline was distributed. Over the next 6-8 weeks the committee will meet with area residents as we pursue major gifts. At UFO days, October 30th, the pubic portion of the campaign will begin. We will celebrate success and when the campaign ends at the August 2011 Community Picnic.
    b. Handout-Lake Belle View Talking Points (draft) was distributed.
3. Asking for the Gift - Ideas from Boris Frank: (also see attached 4-page handout)
    a. Create a mini-business plan, when to send a brief advance-letter to a potential larger donors, who will meet, where the meeting will take place (consider meeting at the lake) and when the follow-up will take place, if one is needed. Pace-setter gifts that come at the beginning of the campaign will set the tone and others will key off that.
    b. Relationships are the key to fundraising. We are all good at forming relationships and therefore we will all be good at fundraising. When making a face-to-face contact select prospects that we know. Ask and then listen. Contact agencies that have benefited from Belleville's business relationship with them. Rather than using a script, tell and listen to stories of why this restoration is an investment or opportunity. Know the words to avoid and the words to use.
    c. We will be providing the opportunity for the community to join an important effort while leaving a legacy for future generations.
    d. During conversations with potential contributors we must be flexible in order to allow people time to consider their donation and/or the need to pledge over a 3 year period.
    e. Ask "would you consider supporting the project" and then be quiet. Listen well. Speak from your heart, not head. Use words like "value," investment,' and "opportunity." Discuss momentum with the success so far. Some will want recognition for their gift and some will not.
    f. Potential donors will respond one of 3 ways: "no," "yes," and "I'll think about it." The "no" response often means "not now," so fundraisers can further explore the possibility of a better time for the donation. Never pressure. People will know if they wish to give or not.
    g. Within 48 hours following a meeting with a potential donor, send a thank you. After receiving a gift or pledge, follow through with a thank you and the appropriate additional recognition.
    h. Create materials, such as posters and fliers, to make a case for supporting the campaign. Also have materials prepared that people may request, such as: operating expenses and

other financial reports, who are the people involved, and information about MCF's involvement processing contributions.

i. Committee members will make a personal pledge before asking others to contribute. Then we can explain that 100% of the committee has pledged. We might also share the total funds generated by the committee.

4. Examples and Additional Insights – Ideas from Kathleen Woit:
   a. We share a universal emotion when we think of the lake; we all love it. There are lots of visuals of paddling, swimming, fishing, and environmental beauty. The lake flows, gathers, has history, and invokes a feeling of peace. People have memories of the lake.
   b. Timing is important. Now is the time to take the lake back to what it was, before more time passes and the generational impact causes a loss in momentum. Run the campaign quickly before the snow and ice. Roll the campaign out fast. Others will join in.
   c. We must be leaders by giving ourselves. By starting at the top of the pyramid, with the larger gifts, people will feel the momentum and join in. We don't "hope" the fundraising will be successful; we know it will happen. We have a great opportunity for this civic solution which relates to community pride, and the time is now.
   d. We will be sharing what we know and feel about the lake restoration, and giving others an opportunity to do the same.
   e. The economy is going through a difficult period, but communities are coming together to fund many projects. The non-profit world and many fundraising campaigns are doing well.
5. Questions and Answers related to fundraising:
   a. Q: Can people donate to ongoing restoration/upkeep? A: Yes
   b. Q: Will there be an organization like "Friends of Lake Belle View?"
      A: Kathleen explained that MCF often assists with a second challenge grant to help build endowments after the initial project is completed. The endowments provide funds to sustain the project and fund additional projects.
   c. Q: Is there a financial advantage to receiving a pledge over a 3 year period or a 1 time gift? A: It takes less time for fundraisers to deal with a 1 time gift. However if a contributor wishes to give more over 3 years, that could provide an advantage too.
   d. Q: What is the success rate for collecting on long-term pledges? A: Good. Few default.
   e. Q: What if people wonder why we aren't approaching them, if we are contacting others?
      A: Explain that the campaign is starting with a "quiet phase" as we make certain that everyone who wants to give is provided an opportunity.

6. Announcement: The Committee was happy to learn from Rick that the Francois family will contribute $150,000 to the lake restoration fund. This donation will help build positive momentum for our campaign.

7: Homework: All committee members will review the database, make note of names that are missing, and transfer names to their copy of the pyramid. Bring your input to the next meeting. **Remember to keep information about perspective contributors confidential**.

NEXT MEETING: September 16, 2010, 7:00 p.m., Village Hall

Respectfully submitted
Laurine Lusk