

The Mini-Campaign and Matching Challenge

Proven Strategies
for
Capacity Building and Program Expansion



Mass Audubon
Protecting the Nature of Massachusetts

Land Protection



Barnstable Great Marsh

Opened July, 2012

Building Renovation & Expansion



Wellfleet Bay Wildlife Sanctuary
Nature Center

LEED Certified
Platinum Level
Awarded 2008

Land Stewardship



Property Management
in the
Pine Forest



Controlled Burn
in the
Heathland

Fundraising, Outreach & Education



Wellfleet Bay Wildlife Sanctuary

The Monomoy Initiative



2012 Regionalization of Chatham and Harwich Schools

Environmental Education
Classes and Field Trips

Natural History Day Camp
in Chatham Scholarships

Increase of \$80,000 to the Annual Operating Budget

Monomoy Strategy & Methods

- Community Leadership
by Advisory Council
- Build the Prospect List
 - Existing Mass Audubon Members
 - Referrals and Peer Review
- Garden Party: 100 Attendees
- Individual Follow-up
- \$40,000 Matching Challenge
- Direct Mail Appeal
- Small Scale Community Events
 - Slide Presentation and Talk
 - Walks on Properties
- Press Releases, Email Outreach



Monomoy Results

Year 1

\$40,220

Raised to Meet the Challenge.



\$16,000

Existing Leadership Donors

\$19,250

6 New Leadership Donors

\$ 2,000

Cape Cod Five Cents Savings Bank Charitable Foundation

\$ 2,725

Mid-Level Gifts

\$150-\$500

\$ 254

Lower Level Gifts

\$25-\$100

Estimated Renewable Base of Support for Year 2: **\$22,320**

Long Pasture Wildlife Sanctuary

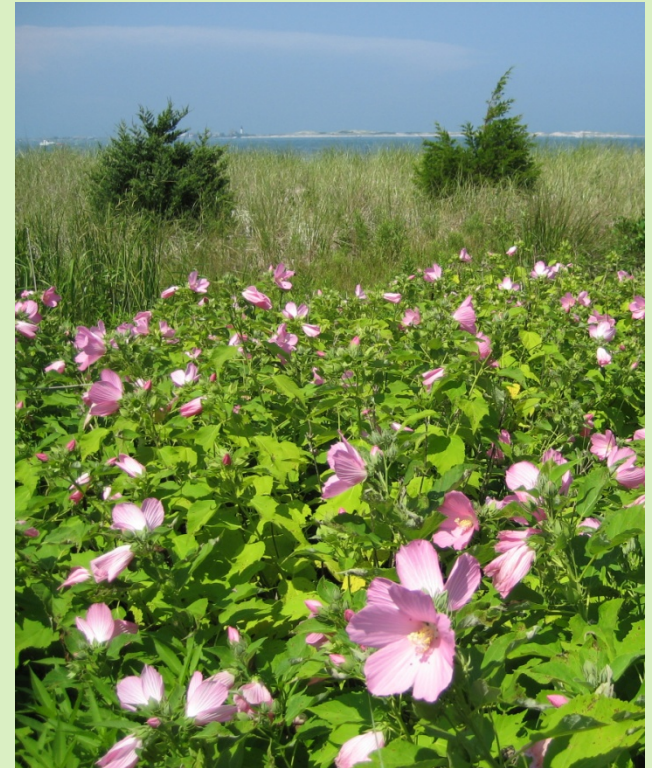
Strategic Plan Implementation

First Phase: Build Staff Capacity

\$315,000 over 3 Years

Increase Annual Operating Support by \$125,000 to Sustain

- **Development:**
Create Part-Time Development Position
- **Land Stewardship:**
Increase Property Manager to Full Time
- **Education:**
 - Ensure Growth in School-Based Education Programs over the Last Year.
 - Add Part-Time Education Coordinator



Long Pasture Wildlife Sanctuary

\$50,000 Matching Challenge

Creating Conservation Community

\$135,000

Create
Development Officer
Position



Caring for the Land

\$50,000

Increase Property
Manager to Full Time

\$185,000 Needed.

\$50,000 Matching Challenge raised a total of \$100,000.

Plus additional gifts of \$45,000 received in 2013.

**\$40,000 remaining to complete first two aspects of
Strategic Plan Implementation Phase I Capacity Building.**

Prospect Development

Suspect Identification

- Mass Audubon Members
- Public Program Participants
- Name Capture at Events
- Sanctuary Visitors
- Peer Referral and Review
- Guidestar Foundations www.guidestar.org
- Annual Reports of Similar Organizations
- Residents of a Given Community
Assessor's Database
- Political Contributions www.city-data.com
Search on "political contributions city, ma"
- Seasonal Visitors & Off Cape Individuals
with Connection to the Area
- Professional Associations with Members in your area
Attorneys, Financial Planners, etc.
- Moorings Lists
www.town.TOWN.ma.us/harbormaster/moorings.asp



Snowy Owl 2014
West Dennis Beach

Prospect Development

Qualification = Move a Suspect to a Prospect

Prospect Qualification

- Capacity
- Inclination
- Engagement



Prospect Qualification Resources

- Giving History
- Assessors Database
- Guidestar
- Annual Reports
- Google Search
- Wealth Engine

Prospect Development

Prospect Qualification Criteria



- Mass Audubon Member and has given \$1,000 + to other organizations 3 Points
- Mass Audubon \$500 level donor 2 Points
- Real Estate of \$1 million+ 1 Point
- Participated in Travel Programs: Mass Audubon, Field Guides, National Geographic 1 Point
- Political Contributions of \$250+ 1 Point
- Auction Item Purchases of \$250+ ½ Point
- Regular attendee of Mass Audubon Programs ½ Point
- Active on other nonprofit organization boards ½ Point

2 Points or more Qualifies a Suspect as a Leadership Friend Prospect

Prospect Development

Community Outreach & Engagement

- Property Walks & Outings
- Special Tours of the Properties
- Property Openings & Ribbon Cuttings
- Boat Tours of the Harbor
- Kayak Trips
- Slide Shows & Talks
- Supporters Luncheon
- Annual Fundraising Auction
- Public Programs
- Discovery & Cultivation Calls & Meetings
- Programmatic or Strategic Plan Update
- Participate in School Programs Field Trip
- Join Citizen Science Volunteers for
Terrapin Patrol, Sea Turtle Rescue,
Horseshoe Crab Survey and Monitoring
- Lunch, Coffee or Tea



Campaign Readiness

- Mission
- Strategic Plan & Vision
- Campaign Pre-Planning
 - Development Assessment
 - Campaign Staffing (Including Outside Counsel Decision)
 - Prospect Pool: 3 Qualified Prospects for every slot on the Gift Chart
 - Prospect/Suspect Development Plan
 - Campaign Leadership
- Feasibility Study
- Campaign Planning
 - Campaign Readiness Achieved
 - Good Understanding of Fundraising Potential
 - Set Initial Target Ask Amounts
 - Campaign Purposes and Goals
 - Land Protection
 - Building Campaign
 - Organizational Capacity Building
 - Endowment
 - Planned Giving
 - Timeline
 - Case for Support
 - Gift Acceptance Policies & Named Giving Opportunities
- Solicitor Training
- Moves Management Strategy & Tracking:
 - A Focused Portfolio of 20-30 Prospects at a time Yields Greatest Success
 - Prospect Cultivation, Solicitation, Stewardship
 - Weekly or Bi-Weekly Meetings
 - Feed the Prospect Pipeline through Suspect Development





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Mass Audubon

Wellfleet Bay and Long Pasture

Wildlife Sanctuaries

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