

MCUM Fundraising Committee Handbook

Reviewed January, 2021

MCUM Fundraising Committee Description

Purpose

To promote, implement, and support the fundraising strategy designed by the Development Director in order to attract resources needed to carry out the mission of the organization.

Duties and Responsibilities

1. Work with Development Director and Executive Director to ensure a specific annual fundraising target
2. Identify specific potential sources of funds to be raised from a diverse mix of sources: individuals, businesses, grants, fees, etc.
3. Participate in prospect research to determine giving potential of individual donors and facilitate development of cultivation and stewardship plans
4. Review the funding plan to ensure progress toward annual and long-range funding goals
5. Identify and recruit community leaders to serve with board members on fundraising committees
6. Educate the full board on the techniques of planned giving, marketing, seeking grants, and soliciting corporations and individuals
7. Encourage the participation of the full board in fundraising

Excerpts from the Executive Director Handbook
Reviewed January, 2021

Donor Stewardship

In joint effort with the Development team, the Executive Director participates in the cultivation & stewardship of donors. The Development Director updates the cultivation calendar each month and sends a reminder email to the Development Associate & Executive Director to sign up for donors to reach out to. Oftentimes, stewardship can be as simple as sending a personalized email or thank you call – but other times you may want to share a client story or something that happened at the agency (as a result of their gift) or invite them to coffee or lunch.

The calendar lives here: \\MCUMSERVER\Dev Private\Daily Work\Fundraising\Individual Solicitation\2019 Stewardship

PR, Marketing, & Communications
Updated 6/2019

Mass Media

- Press releases or public appearances on radio, television, or other media devices are to be approved by the Executive Director.
- A periodic newsletter is released to member religious organizations, philanthropic organizations and to individuals who have expressed an interest in the programs and activities of MCUM.

Social Media

Our social media is managed by the Development Team, although the Executive Director is encouraged to also have Admin status.

Employees are expected to protect the privacy of MCUM and its employees and clients and are prohibited from disclosing personal employee and nonemployee information and any other proprietary and nonpublic information to which employees have access. Employees are cautioned that they should have no expectation of privacy while using company equipment or facilities for any purpose.

Authorized social networking is used to convey information about company products and services, promote and raise awareness of the MCUM brand, search for potential new markets, communicate with employees and customers to brainstorm, issue or

respond to breaking news or negative publicity, and discuss corporate, business-unit and department-specific activities and events.

Annual Report

The Annual Report is completed by the Development Director each Spring, with input from other staff members. The Executive Director typically writes an annual message to be included with the report.

- An annual financial report shall be released to member religious organizations.
- The Executive Director shall make an annual report to the Board of Directors.
- Copies of the annual report are available to the public at the annual meeting and upon request.

Church Women United/Opportunity House

Monroe County United Ministries and Opportunity House were projects initiated by the Church Women United organization. Monroe County United Ministries began in 1939 as a preschool/kindergarten program for neighborhood children. Fund raising for Monroe County United Ministries started through sales of used goods and evolved into the Opportunity House. Through the years, Monroe County United Ministries has enjoyed a special relationship with both organizations. Years of dedication and commitment of time and financial resources of these women have formed the foundation of Monroe County United Ministries and continue to support it today. Representatives from each organization sit on Monroe County United Ministries' Board of Directors.

Community Foundation of Bloomington and Monroe County

Monroe County United Ministries has beneficial interest in a fund at the Community Foundation of Bloomington and Monroe County. Contributions that are made to the fund are invested and these gifts are protected in perpetuity. While the principal becomes an asset of the Community Foundation, a portion of the interest generated from these investments is available to United Ministries for operational support. Gifts made to the fund are tax deductible.

United Way

MCUM is a United Way member agency. The United Way of Monroe County funds MCUM through an application process (the Development Director is responsible for this) that occurs on a three-year cycle. United Way also re-certifies MCUM as a member agency on a three-year cycle (which does not coincide with the allocation application year). As part of the partnership, the United Way logo is displayed on all printed material and MCUM must mention United Way as a supporter whenever possible. The Executive Director attends monthly United Way Agency Director Association (UWADA) meetings, which facilitate communication between MCUM and United Way and also among other member agencies.

Other Agencies

Monroe County United Ministries enjoys a close working relationship with many other social service agencies. Close coordination of direct services for clients guarantees the best use of funds without duplication of services.

Excerpts from MCUM Development Staff Manual

Development Division of Responsibilities

Updated 8/2020

Development Director	Development Associate
Congregation relationships e-Tapestry maintenance Entering donations & generating thank you's Special Events Monthly Board Reports Grants Solicitation mailings (Coordinating Campaigns)	Special Events Volunteer Coordinator Community Outreach Food Drives In Kind Donations Entering donations & generating thank you's

Shared Responsibilities, with Executive Director	SPEA Service Corps Fellow/Interns
Media Relations Grants Endowment Planned Giving Tours and Presentations New Donor Acquisition Major Gifts Printed materials/PR	Newsletter Special Events Help Social Media Community Outreach Collecting Data Website Updates

Fundraising Campaigns

Updated 12/2019

MCUM Hunger Games (Direct Mail)

The MCUM Hunger Games is a two-month community challenge to raise awareness and support for MCUM's hunger-fighting services. The specific 2-month period is in March and April. MCUM promotes this campaign through a direct mailing, a request (with return envelope) in the newsletter, and promotion to the community. The MCUM Hunger Games generally raises between \$25,000 and \$30,000, all of which becomes part of the general operating fund. Donations can be accepted as cash or food (\$1/lb.). The mailing should be sent to both food and

financial donors – this list is found in a report in eTapestry. When the Feinstein Foundation cancelled the campaign, we turned to the Raymond Foundation for a proportional match opportunity (\$1,000). You can review previous campaigns, materials, and the analysis in Dev. Private.

NAP Tax Credits (Direct Mail)

The NAP Tax Credit campaign begins sometime after July 1st (keep an eye out for the specific date), which is generally the date that tax credit recipient organizations are able to begin “selling” their tax credits. The Indiana Housing & Community Development Authority (IHDCA) distributes these credits and the number of credits received is determined annually. An application to participate must be submitted annually and agencies receive credits to redistribute to donors. If donor makes an eligible donation, they receive a tax credit from MCUM at 50% of their gift, which then can be applied to the donor’s tax liability. The “credit” comes in the form of our thank you letter confirming to the donor that the donation was eligible. Donors then claim the credit on their state taxes. More information about this program is available on the IHCDCA website or in MCUM’s NAP files, located in the hallway filing cabinets.

MCUM had received \$50,000 in tax credits annually for many years but changes in how the credits are distributed has resulted in fewer for MCUM. Most years, the credits are distributed on the first day of the campaign. NAP donations must be accurately tracked as they come in – hour by hour – to ensure that we don’t distribute more credits than we have to give away. Because of the limited number of credits and high demand, not much promotion is required. A mailing should be sent to past NAP donors as close to July 1 as possible. All proceeds from this campaign support the program for which the NAP application was written – this may change from year to year.

Endowment Campaign (Direct Mail)

The Matchstick Campaign (sometimes Match Madness) raises funds for MCUM’s endowment. It is a 2:1 matching opportunity through the Community Foundation of Bloomington and Monroe County. MCUM applies for the program in March and the Board of Directors sets the goal. The mailing typically goes out in June, with follow up phone calls by Board members in August. MCUM must meet its goal before the CF will make the match.

Annual Campaign/End-of-Year (Direct Mail)

The *Annual Campaign* raises funds for general operations and occurs during November and December. This campaign includes a direct mailing send out around November 1, requests (with return envelope) in the December newsletter, and reminders late in December (postcards early December, mass email Dec. 27), phone calls, and video production. The winter food drive and the holiday assistance promotion occur during the same time period.

Ongoing Fundraising Activities

Updated 1/2019

Faith Communities

Local faith communities are an ongoing source of funding and other forms of support. For more information, see the separate section on religious institutions.

Planned Giving

MCUM has two brochures on planned giving (a summary and a more detailed booklet), information on the website, and a regular article about planned giving in the newsletter. Prospective planned givers (long-time donors and big donors) are marked as such in eTapestry, making the annual mailing targeting planned givers easy to generate. However, this designation is not automatically generated based on giving patterns so that list needs to be re-visited and updated every few years. Files on bequests, past mailings, and other resources are in a hallway filing cabinet labeled “Planned Giving.” Two mailings are sent out – an educational mailing in the winter and an ask in November.

Major Giving

MCUM has developed major gifts materials and has a major gifts committee to execute the program. It will include frequent donor research, stewardship, and training.

Grants

MCUM receives a variety of grants. Some are annual applications (CDBG, Community Foundation, Precision Health Fund, Jack Hopkins, Sophia Travis, Raymond Foundation, etc.) that are mostly from local sources. In addition, we constantly seek one-time or limited-time grant options to fund special projects, make purchases, or fund operating expenses. For more information, look at the grant list of the current fundraising plan, in the grants file in the hallway filing cabinets, and in the files on the desk (usually grants that still need to be closed or otherwise acted upon). The Chronicle of Philanthropy prints a list of grant opportunities and the public library has a subscription to an online grant database. MCUM receives notice of most local grant opportunities, but they are also announced in the Herald-Times and other local news sources. Be sure to update the status of all grants in the Grant Tracker document found in the Grant folder on the server.

United Way

The United Way of Monroe County funds MCUM through an application process that occurs on a three-year cycle. United Way also re-certifies MCUM as a member agency on a three-year cycle (which does not coincide with the allocation application year). As part of this partnership, MCUM includes the United Way logo on all printed material and mentions United Way as a supporter whenever possible. The Executive Director attends the monthly United Way Agency Directors Association (UWADA) meetings. These meetings facilitate communication between MCUM and United Way and among all member agencies. The annual United

Way campaign takes place in September and October of each year and member agencies are asked to limit their fundraising activities during those months, as described in the partnership agreement, found in this binder.

Special Events

1/2019

Spring Luncheon

The first Spring Luncheon was in 2005 and has grown in attendance and revenue each year. The event currently includes a Sunday buffet lunch, a live and silent auction, education about MCUM's programs, and a strong emphasis on fun. Location and food expenses are usually covered by corporate sponsors. Planning begins in August/September and is carried out by a committee of volunteers, including at least one board member who represents the committee to the whole board. Extensive records on past luncheons can be found on the server, including a list of auction items that have been donated for the next event. Most event supplies are stored in the closet off the gym.

Each One Feed One Food Drive

The first Each One Feed One food drive was in 2006 and was started to help restock the food pantry after a very slow summer and the pantry was on the brink of closure. On average, it requires 220 volunteers and includes almost all the grocery stores in Bloomington. Development staff will need to solicit corporate sponsorships for the event and help generate promotional materials and market the event on the radio, etc.

Other events...

1. Development Luncheons: Bring in a speaker on a specific topic (Food Pantry, Planned Giving, etc...) and have a catered lunch. Shoot for 3 to 4 of these in a year
2. Various Small Fundraisers

Outreach and Promotional Activities

Updated 12/2019

Media

A list of media outlets and the best ways to contact them can be found in this section. The most current version of the media list can be found at \\MCUMSERVER\Dev Private\Daily Work\PR

Press releases are also formatted for and linked to the press room page of the website. Linking to the press release (on the website) on Facebook is another way to help spread the word.

Presentations and Tours

Hosting tours and giving presentations are important to promoting the organization. Groups sometimes want to come for a 15-minute tour and then leave, others might want to have a meeting in the conference room with a presentation and then take a tour. We can accommodate most requests.

Presentations might be made at a club meeting, to an entire congregation, to a Sunday School class, to a small group meeting, to a workplace, to a professional organization or to anyone else who wants one. Some situations call for a three-minute presentation and some might allow an hour. Showing the video about how and why people should get involved provides a nice visual introduction to the organization for those who have never visited.

It is important to continually promote these presentations and tour services because it is not uncommon for people to express surprise that we are available for this. Include the offer in thank you letters, call the list of service clubs annually, offer a tour or presentation when someone drops off a donation on behalf of a group, etc.

Online Promotion – most passwords and account info can be found in the development passwords document at \\MCUMSERVER\Dev Private\Daily Work\Misc\Misc

- Website (see separate page)
- Facebook Page – You must be an administrator of the page to make changes or post information. Only a current administrator can add a new administrator, so make sure to have at least two admins signed up at all times to prevent a loss of access due to turnover. Facebook publishes information about how nonprofits can best use the website so you should consult their resources for more information.
- Guidestar.org/Greatnonprofits.org – Guidestar.org is linked into a database of IRS documents and data that automatically fill in on MCUM's profile. Other information is added by MCUM. Check the profile at least twice a year to make sure the information is current and complete. Guidestar.org and greatnonprofits.org are linked so that reviews posted on the latter appear as part of the guidestar.org profile. This site also offers an online giving option to those who have a free account.

- Youtube.com – MCUM’s current video is posted to youtube and to MCUM’s channel called mcumbloomington. Future videos should also be posted to the channel, and promoted using the channel link so that a visitor can see information about MCUM and all available videos.
- Ebay/Network for Good – MCUM has an account with Network for Good which allows MCUM to sell items on Ebay with minimal fees and also allows supporters to sell items on our behalf. A seller could also pledge to give MCUM a percentage of the winning bid or purchase price and then we would receive the payment through Network for Good. Missionfish.org is the fundraising arm of Ebay. Donations can also be made directly through Network for Good.
- Online Calendars - There are several online community calendars that make it easy to share information about upcoming events. .
- LinkedIn – We have a company account set up so that volunteers and employee can link to it, but otherwise haven’t done much to use it as a social media outlet. Like Facebook, a current admin would have to make you an admin, so try to have more than one at all times.
- Twitter –Password is in the passwords file.

MCUM’s Background

DEMOGRAPHICS OF VOLUNTEERS

There are 2 main categories that Monroe County United Ministries’ volunteers and donors fall under: content traditionalists and social influencers. Content traditionalists are conservative and traditional contributors, whose driving force for volunteering or donating is their faith. These contributors tend to skew older and typically have a lower income, making volunteering their primary form of contribution, as opposed to monetary donations. At MCUM, content traditionalists come in the form of retirees that are members of the church and Mormon missionaries.

Social influencers, on the other hand, tend to skew younger. They are actively involved in their communities and act as catalysts within their social circle. Through MCUM’s partnerships with a service learning class offered through Indiana University, students enrolled in this class regularly volunteer at MCUM.

These 2 categories make up a large portion of our volunteers. Therefore, we will continue to market to these demographics via word-of-mouth advertising.

MCUM's BACKGROUND

Marketing to POTENTIAL VOLUNTEERS

Our most valuable resource is our dedicated volunteers. As we continue to grow, we aim to seek out new volunteers via word-of-mouth advertising. What we want these people to know is that we are not a religious entity and that we welcome anyone of any faith to receive our services or volunteer.

Potential volunteers are primarily driven by personal stories that show the impact that MCUM has on the Bloomington community. Further along in this guide, there are tips on how to best structure these stories in way that forms an emotional connection between MCUM and potential volunteers.

HOW TO ANSWER, "WHAT IS MCUM?"

We are a community resource center run by the people for the people. Our main goal is to help our clients reach a point of self-sufficiency. This is accomplished through our various services that we offer, such as the food pantry, affordable child-care center, IDA 1:4 savings program, and free personal care products. At the most basic and emotional level, we are fighting to end poverty and injustice in the Bloomington community.

Our narrative

CoRE themes and values

Regarding the self-sufficiency side of MCUM, our programs must not violate these values. They are as follows:

We believe in our clients and their ability to succeed. They may struggle because of their environments, conditions, or circumstances, but not because they are not capable or are inherently flawed.

Our clients are fighting a battle that is familiar to us all: scarcity. Poverty is a type of scarcity, but we have all experienced scarcity in one way or another. This leads **to relationships based on understanding, compassion, trust, and co-investment.**

Our program **focuses on our clients' strengths** and the attributes they possess that can help them problem-solve and improve their circumstances. Our program is **neither judgmental nor punitive**. Our clients are the experts on their own situations and are more than capable of deciding what is best for them. To that end, our program is **client-led, client-directed, and highly flexible**. We listen, we encourage, but we do not *require* things of our clients. **We meet people where they are**. We work hard to cultivate **relaxed, friendly, and approachable environments and relationships** based on trust. Our compassion and desire to see our clients succeed (as well as our support for one another) is genuine and is the backbone of our programs.

Our Narrative

CORE THEMES AND VALUES

Providing direct resources not only promotes greater success in other programs but is also a moral imperative.

We strive to uphold **unconditional positive regard for our clients**. We may not always love what they *do*, but we maintain a deep respect for who they *are*.

We strive to help our clients attain "**healthy interdependence**," which includes a network of healthy community relationships and a support system to help them maintain their self-sufficiency.

We encourage our clients to define success for themselves, and we honor their unique aspirations. Clients not only guide the process, but also determine their own starting and ending point.

FLEXIBILITY
EMPATHY

JUDGMENT-FREE
COMPASSION
SELF-SUFFICIENCY
CLIENT DRIVEN SUCCESS

OUR NARRATIVE

Balancing our religious ties

While we are a secular organization that is welcoming to all faiths, we do receive a large portion of our funding and volunteer support from local churches and congregations. Therefore, it is important that we not separate MCUM from its religious affiliations entirely. Rather than stressing that we are a secular organization, instead say that we are an inclusive resource center that welcomes volunteers and clients of any faith.

Communication

Asking for Donations

Reach Out to Donors Through Letters.

The main times to contact donors:

- Spring
- Summer
- Holidays
- Specific events such as Hunger Games, summer childcare swim lessons, August food drive

Target donors who have given in the past for specific events. Focus holiday letters on regular donors who have not yet given for the year. Some donors may receive individualized interactions based on previous contributions and relationships

Focus on Statistics

Donors like to see that their contribution is making a difference in the community. Include information such as the number of meals MCUM has provided or the families that have been impacted.

communication

asking for donations

Include statistics



Monroe County United Ministries

827 West 54th Court
Bloomington, IN 47404-3347
(812) 339-3429 (812) 339-2912 fax
mcum@mcum.org www.mcum.org

April 7, 2018

«Names_for_Address_Block»
«Address_Lines»
«City», «StateProvince» «Postal_Code»

Dear «Long_Salutation»:

Did you know that one in four people in Monroe County lives in poverty? That's a *quarter of all local families* who may not know where their next meal will come from.

To support these families, MCUM operates one of Monroe County's largest food pantries – and we're still growing. In 2017, MCUM supplied more than 10,000 local people with food for 92,000 meals. That's 67% more families (and 87% more meals) than in 2016!

And the most amazing part? Every last product served was provided by supporters like you.

This spring, MCUM is uniting individuals, businesses, schools, congregations, clubs and organizations in the community-wide fight against local hunger. MCUM's annual **Hunger Games** campaign runs from March 1 to April 30 with the goal of raising \$25,000 and collecting 25,000 lbs of food to fill our client choice food pantry.



Check out the amount and variety of food a family of 3 receives from MCUM! Families are free to make their own choices, including frozen meat and fresh produce from the Hoosier Hills Food Bank, grains, proteins, and much more.

communication

telling a personal story

Donors like to know that their contributions are making a noticeable impact on the lives of people. That is why it is important to tell personal stories when communicating with contributors and asking for donations.

However, people often do not want to be “the face of poverty”, making it difficult to tell stories of those whose lives have been impacted by MCUM.

Stories to Tell

Feature children and tell stories of how families were impacted. Every Tuesday is Testimonial Tuesday on Facebook. Use stock photos of children in the childcare center along with testimonials from parent evaluations.

Feature volunteer stories and have people take pictures at events to showcase the work that is being done every day.

Use kind, uplifting and non-judgmental language to narrate personal stories. Do not draw attention to poverty or anything that people may be sensitive about.



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communication

"MCUM's staff is amazing [and] a great support to the parents and guardians, regardless of the position the family is in. MCUM and its staff have helped me and my children grow and learn more than I could ever imagine. I have been

source for support. Many students belong to organizations that are involved with non-profits, or seek out opportunities on their own. Many student organizations will establish partnerships with local organizations to volunteer or raise funds. Working with students is an excellent way to find gain support to further expand the organization's mission.

How to Gain Support

1. Tap into what motivates college students: Many students seek volunteer opportunities to gain work experience or to have fun with friends. When reaching out to students be sure to tell them how it aligns with their goals. Examples include the networking opportunities they will gain or opportunities to gain leadership experience. Offer ways for students to make participating a group activity that they can do with friends, such as a food drive or group volunteering.

2. Utilize social media: Share posts on Facebook or other outlets to showcase what is going on within the organization. Include stories of other students who have been involved and what their experiences were like.
3. Build partnerships: Indiana University has over 750 student organizations, with many of them engaging in service activities. Reach out to organizations explaining who we are and provide easy ways for students to get involved. (general organization emails can be found at beinvolved.Indiana.edu)
4. Involve students in planning: Students would appreciate the opportunity to be a part of planning events and opportunities. It would get them excited and more likely to tell their friends about the organization.

communication

effective messaging

Using the Right Language

When reaching out to donors, the messages are important. Use uplifting language and tone. Be sure to emphasize the help that people are receiving and display messages of hope. Use facts that are personal and relatable and focus on the impact in Monroe County.

Be clear that MCUM is a secular organization that works with people of all faiths. Include facts about MCUM that represents its mission and values. When possible, use stories to demonstrate the how people's lives have been improved by the help they have received.

Include a call to action in publications and incorporate a request for support. Make it simple but provide ways for someone who is interested to dig deeper.

communication

how messages tie into core values

Values

- Belief in Clients ability to succeed: They may struggle because of circumstance, not because they are not capable. Be careful to present stories in an uplifting tone.

- Relationships based on understanding, compassion, trust, and co-investment
- Focus on clients' strengths/not judgmental or punitive
- We meet people where they are
- Relaxed, friendly, and approachable environments and relationships based on trust:
- Providing direct resources in imperative
- Unconditional positive regard for clients: We may not always love what they do, but we have a deep respect for who they are
- Healthy interdependence: We help our clients attain a network of healthy community relationships and support system to maintain their self sufficiency
- Encourage our clients to define success for themselves and honor their unique aspirations

When creating publications, be sure to represent MCUM's values. Be respectful towards clients to remain trusting relationships. Especially when telling personal stories, it is important to be uplifting and supportive of clients' success. Do not use language or stories that do not align with core values.

What kind of narratives to use

Expressing the need for donations

- Don't appeal to basic needs- People mentally rank basic needs differently
- Motivate others to help by demonstrating a specific need
- Always use a personal and emotional message
- Always try to connect the donor with the receiver- People donate more to organizations if they know what exactly their donation will benefit

Showcasing the work done at mcum

- Clearly demonstrate your work
- Focus on all branches of MCUM; just not the most popular ones

- Provide statistics of the past: Substantial proof of actual benefit to people can further motivate the donors to donate
- Provide future goals: How many lives you aim to improve and how
- Don't overestimate benefits and give a reasonable estimate; donors are put off by extraordinary goals
- Let beneficiaries tell their stories
- Always include past stories and experiences

Thank-you letter

Basic requirements in a thank-you letter

- Appreciate the donor's contribution
- Tell them where the money will be exactly used
- Tell them who will benefit from the donation and how
- Provide information on various other activities at MCUM
- Make the beneficiary meet the donor if possible

Post-donation appreciation letter

- Appreciate the donor for his donation
- Give the donor an update of his donation
- Tell him how the receiver is doing now
- Tell him how their donation benefited the receiver
- Urge him to donate more
- Provide information on upcoming events in MCUM
- Provide information on different kinds of help required to successfully complete the upcoming tasks
- Choose a specific donor each month and give him/her the donor of the month award

Newsletter

Things required in a newsletter

tell a story

- Tell one story from the donor's side and one story from a benefactor's side
- Elaborate on how donations have benefited the people
- Focus on personal connections and personal effect of donations on benefactors
- Talk about what a donor gained out of donating and the satisfaction that he/she got

Upcoming Events

- Give information on upcoming events
- Ask donors to donate for events and express how these donations will make a difference in these events

Past events

- Give information on past events
- Clearly state how past events have benefited people

Acknowledge a donor

- Acknowledge one donor every month as donor of the month. Tell his/her story and clearly state how his donations/contributions have helped MCUM
- Make them feel wanted and respected

Relationships with Faith Community

Updated 12/2019

Each year, MCUM has 18-22 member congregations. A congregation becomes a member by making an unrestricted financial donation in the previous year. Therefore, if a church makes an unrestricted contribution in March of 2013, regardless of size, that church will be a member in 2014. Membership means that the congregation is eligible to nominate a representative to MCUM's Board. Once voted onto the Board, members serve 3-year terms (with the possibility of two consecutive terms). Members are also recognized in MCUM printed materials. The list of member congregations does not generally change much from year to year, although there are a few that cycle off and on the list regularly. Some of the

member congregations are churches that help to found MCUM in 1939. See the agency history booklet for more information about MCUM's historical relationship with the faith community and history as a "Christian" organization.

Other faith communities are considered "supporting congregations." This support can take the form of restricted gifts (such as those designated for the pantry or childcare), food collection for MCUM's pantry or some other mechanism of support. These groups do not become official members, but do play an important role.

Adding to the list of member and supporting congregations is a key goal.

MCUM receives financial support from congregations in a variety of ways. The best possible situation is when an organization has a line-item in their budget for donations to MCUM. This helps to ensure steady support from year to year. Other organizations make donations from a general outreach line item or take up a special offering. Others have a grant application process and others just pass on donations that they receive from their membership.

All member and supporting congregations serve as an important mechanism for recruiting volunteers and spreading the word about MCUM's services and issues. Therefore, MCUM spends a lot of time building those relationships. Board members representing churches are expected to communicate with their congregation about MCUM's services and needs. Ideally, each religious leader would be familiar with MCUM, taking a tour and speaking with the staff when new leadership starts. MCUM also works to find opportunities to speak with groups within the organization, such as service clubs, outreach committees or luncheon groups. Educating these groups will help build a stronger connection between MCUM and the congregation as a whole.

Other forms of communication are vital to building these relationships. We send a quarterly report (see Reports tab) sent to all members and supporting congregations, which shows food and financial donations for the quarter, and the year-to-date. The financial donations are broken down by giving from the organization itself, giving by the subgroups mentioned above and giving by members of the congregation. We track giving by congregation by including an opportunity in each solicitation for an individual to identify himself as affiliated with a particular religious institution. This affiliation is tracked in eTapestry. While this method does not result in a complete list, it does give the organization a general idea about the support MCUM receives from its members. A regular update about MCUM is included with the quarterly reports, as well as new brochures or other materials that might interest the recipients.

MCUM's monthly newsletter also highlights MCUM's relationship with the religious community in a variety of ways, including an occasional column titled "Congregation Spotlight." This column reports on how an individual member organization promotes MCUM within its membership, how it collects food, its "best practices" that might be of interest to other congregations. MCUM also receives the newsletters from most of the member and supporting congregations. This is helpful because MCUM can learn about the group and its members, see opportunities for making a connection, learn more about their budgeting process, etc.

While the majority of MCUM's religious support comes from Christian churches, we are always working to reach out to other religious groups. One of the ways MCUM is working on building these relationships with new religious communities, as well as strengthening current ones, is through the Monroe County Religious Leaders Association (MCRL). MCRL is a group of lay and religious leaders interested in social justice issues. They meet monthly and MCUM provides meeting space and hospitality in the form of lunch (currently sponsored by Bunger & Robertson). A Development Associate attends and participates in these meetings and usually has the opportunity to update the group on current issues or activities during the announcement period.

**Other Resources:
Sponsor List:**

MCUM EVENT SPONSORS	Contact Info	Name for Address Block	Long Salutation	Address	Email Address	City, State, Zip	2020 Ask	2019
SPONSORS								\$ 5,850.00
MutualBank				1301 N Walnut St		Bloomington, IN 47404		
	812-384-4431	Erik Miller	Mr. Miller		erik.miller@bankofmutual.com		500	\$ 500.00
CFC, Inc.	812-332-0063	Jim Murphy	Mr. Murphy	Box 239	jmurphy@christianlife.com	Bloomington, IN 47402	500	\$ 1,000.00
		Donna Groomer	Ms. Groomer	3855 Jonathan Dr.	dgroomer@copeland.org	Bloomington, IN 47404	250	
Crane Federal Credit Union	800-692-3274 x6120	Michael Hostetler	Mr. Hostetler	2028 N. Morton St	mhostet@crane.org	Franklin, IN 46131	250	\$ 500.00
The Peoples State Bank	812-876-2228	Maggie Parrish	Ms. Parrish	601 E. Temperance St.	mparrish@peoplesbank.com	Ellettsville, IN 47429	250	\$ 100.00
Bill C. Brown Associates	332-9378	Ron Remak	Mr. Remak	306 State Road 446	ronremak@billbrown.com	Bloomington, IN 47401	500	
Bunger and Robertson, Attorneys at Law	332-9295	Jim Whitlatch	Mr. Whitlatch	2205 College Ave.		Bloomington, IN 47402	1000	\$ 1,000.00
Office of the Mayor	319-3406	John Hamilton	Mayor Hamilton	401 North Morton, Suite 210	jhamon@bloomington.in.gov	Bloomington, IN 47404	1000	\$ 500.00
First Insurance Group	331-3230	Ron Cheatham	Mr. Cheatham	1405 N. College Ave.	RonC@firstnet.com	Bloomington, IN 47404	500	\$ 750.00
German American Bank	P: 812-355-2265 Ext. 3632			211 S. College Avenue		Bloomington, IN 47404	250	
Willard Lyons - Baird	765-349-0247	Jeff Main	Mr. Main	202 S. College Ave.	jmain@willard.com	Bloomington, IN 47404	500	\$ 500.00
IU Credit Union	855-7383							
	kosborne@iucuu.org	Kevin Osborn	Mr. Osborn	PO Box 368	kosborne@iucuu.org	Bloomington, IN 47402	1000	\$ 500.00
First Capital Group	330-0077 x104	Randy Lloyd	Mr. Lloyd	810 Auto Mall Rd.		Bloomington, IN 47401	250	
Old National Bank		Chris Kroll	Mr. Kroll	3801 Backs Caddis Blvd		Bloomington, IN 47401	500	
Indevolve Financial Solutions	812-337-1999	Chris Harmon	Mr. Harmon	357 E Winslow Rd	chris@iams.com	Bloomington, IN 47401	750	
Heflin Industries		Dave DePierre	Mr. DePierre	5267 E.W. Airport Road	depierre@hdfairnd.com	Bloomington, IN 47403	1000	\$ 500.00
Attempts								
Gallery Mortgage Group	812-334-8700	John La Bella	Mr. La Bella	121 E 6th Street, Suite 1	john@gallerymortgage.com	Bloomington, IN 47408	250	
German American Bank	812-336-2265	Mark Franklin	Mr. Franklin	211 S. College Avenue		Bloomington, IN 47404	250	
Olson & Company, PC	812-336-7867	Stephanie Cobb	Ms. Cobb	1505 W. Bloomfield Rd.	scobb@olsoncpa.com	Bloomington, IN 47402	250	

Event Prep Lists (available on MCUM's server for all major events):

"Spring Into Action" Timeline					
2018 Date: May 6					
MONTH	TASK			STATUS	NOTES
MCUM Lead Staff Tasks					
Note:Continuous	Pursue auction items that need advance warning: Cruises, airlines, etc.				
	Send out thank you letters as auction items come in, meticulously maintain auction item spreadsheet				
	Debate structure of the event				
	Develop list of desirable auction items (using "Master Auction Item Spreadsheet")				
	Decide theme or sub-theme of the event; color scheme				
	Update website				
February					
	Visit Switchyard - discuss and finalize venue logistics: menu, layout, etc.				
	Solidify Event Date & Book Convention Center				
	Debate structure of the event				
	Develop list of desirable auction items (using "Master Auction Item Spreadsheet")				
	Decide theme or sub-theme of the event; color scheme				
	Solidify ticket price & process				
	Update thank you letters for auction item donors				
	Create list of existing and potential sponsors to solicit				
	Develop a list of key people we want to be in attendance				
	Create solicitation letter for sponsorships				
	Mail solicitation letter near end of month				
	Create ticket packets and strategy for board member and volunteer sales				
	Prepare presentation for Board of Directors on the Spring Luncheon				
	Pursue auction items (including live auction items)				
	Find printing services donor				
	Line up any program presenters/speakers				
	Mail contract and payment to Convention Center				
	Mail sponsorship packets to sponsors				
	Determine centerpiece competition format?				
	Create event website for ticket sales				
Create promotional materials (flyers, save the date postcards cards, etc.)					
March					
	Follow up on item solicitations				
	Post event to community calendars				
	Pursue coverage in local media outlets				
	Prepare presentation for Board of Directors on the Spring Luncheon				
	Evaluate and tweak check-in and check-out processes				
	Follow up with sponsors with phone calls				
	Identify volunteer needs for the event				
	Finalize auction structure				
	Sell event tickets				
	April				
	Define volunteer roles				
	Recruit volunteers				
	Create materials for the event (inspiration posters, table tents, etc.)				
	Create bid sheets				
	Create sheets for live auction opportunities				
	Create any auction item certificates needed				
	Determine check-in and check-out procedures				
	Create sponsor recognition sign				
	Sell event tickets up until the Monday before the event				
	Conduct donor research on known guests				
	Finalize logistics with Convention Center: confirm linens, schematic, etc.				
	Train volunteers				
	Create auction displays (strive for consistency)				
	Finalize program and send to the printer				
Check in with event speakers/program people to ensure everyone is prepared and supported.					
All items must be in by April 10					
Week before...					
	Create seating chart, print reserved table tents				
	Call in count to Convention Center of guaranteed guests (ask for two overflow tables)				
	Print check-in and check-out sheets				
	Print volunteer name tags				
	Create packing list and place all necessary items in boxes				
	Meet with emcee to discuss event structure, expectations, schedule of the day				
After the event...					
	Reconcile with Shannon/Office Manager				
	Thank volunteers				
	Send follow up thank you and event outcomes letters to sponsors				
	Announce success in newsletter and social media outlets				

Compass Pitch:

Three-year old Rob is a student at Compass Early Learning Center who was recently taken in by his uncle after his mother's sudden absence. Under this "kinship" placement, Rob is able to stay with his family during this difficult time, rather than be placed in the foster system. However, as his uncle receives no foster subsidy and since he doesn't yet have legal custody, he is ineligible for assistance to help with the cost to care for Rob. At Compass, Rob is enrolled on our own sliding scale, keeping fees at just \$65 a week when the cost of care is \$235.

My name is _____ (your name) and I am _____ (role) at Monroe County United Ministries. MCUM serves Monroe County's low-income population through two programs: the Compass Early Learning Center, which offers high quality childcare, and Self-Sufficiency Center, which offers basic needs assistance and long-term asset building support. Our programs aim to eliminate generational poverty in Monroe County.

Like many counties, Monroe County is facing a childcare crisis. It's a crisis of scarcity, quality, and affordability.

There are only enough spots in a licensed center for 30% of Monroe County children. Families with young children choose between spending a significant portion of their income on childcare, finding a cheaper and potentially lower-quality option, or leaving the workforce to care for their children. Lower-income families are often further forced to sacrifice other needs and opportunities to make things work.

Compass provides an important safety net for local families like Rob's, offering around 100 spots for 1-5 year olds. 83% of our kids are from low-income families, and they are most susceptible to the lifelong achievement gap that begins as early as age five and negatively-influences one's self-sufficiency as an adult. Compass emphasizes age-appropriate development with a focus on kindergarten readiness, ensuring children leave our center ready for their first days of kindergarten.

Compass is the only licensed, high-quality center in Monroe County to provide its own sliding fee scale in addition to federal and state assistance programs, catching so many families like Rob's. We believe that a high-quality, safe early learning environment should be accessible to *all* local families.

You can show your agreement to this belief today/tonight by _____(request).

Level 1 (under \$10k):

Your support will sponsor 1 child like Rob at Compass Early Learning Center for one year. By making up the gap between the sliding fee scale payment from Rob's uncle and the true cost of care, you make it possible for us to continue to serve the families who need us most.

Level 2 (under \$20k):

Your support will sponsor a classroom of kids like Rob at Compass Early Learning Center for one year. By making up the gap between the sliding fee scale payment from Rob's uncle and the true cost of care, you make it possible for us to continue to serve the families who need us most.

Level 3 (above \$20k):

Your support will sponsor all of the families like Rob's who use Compass' fee scale over the course of one year. By making up the gap between the sliding fee scale payment from Rob's uncle and the true cost of care, you make it possible for us to continue to serve the families who need us most.

Regardless of whether you have been directly impacted by a need for childcare, these families are our neighbors, our co-workers, our friends. They're our nurses, our cooks, our teachers, our lawyers. We want them to do well. And we need them to do well.

Please consider MCUM as the recipient of _____. I am happy to answer questions about the impact of your generosity with any remaining time.

SSC Pitch:

Earlier this year, Sharon, one of our Your Path clients worked hard to earn a \$2/hour raise at work. Her food stamps were immediately reduced and her rent went up to market value - all before she received her first new paycheck. Her 3-year old got the flu, but Sharon had already used her pto time. After taking one unpaid day, her supervisor told her she would be terminated if she missed work again. Sharon had to choose letting her supervisor fire her because she couldn't leave her child but also quitting would forfeit her eligibility for assistance she needed to pay for groceries and rent. As she interviews for new jobs, she constantly has to explain being terminated and therefore her financial instability to prospective employers.

My name is _____ (your name) and I am _____ (role) at Monroe County United Ministries. MCUM serves Monroe County's low-income population through two programs: the Compass Early Learning Center, which offers high quality childcare, and Self-Sufficiency Center, which offers basic needs assistance and long-term asset building support. Our programs aim to eliminate generational poverty in Monroe County.

Like more than 1/3 of Monroe County's adult population, Sharon is experiencing a scenario called the Cliff Effects. Getting that \$2 raise actually made her worse off than she was when she had a smaller income because she lost many of her resources before gaining financial stability.

This is a very difficult situation to deal with and that is where MCUM can step in to help. MCUM's Self-Sufficiency Center offers comprehensive basic needs assistance to households experiencing financial hardship, as well as personalized coaching to help address long-term self-sufficiency. Through our *Your Path* program, MCUM works with clients like Sharon, who are ready to think about making a change in areas of their lives that focus on their household's ability to become and remain self-sufficient, or asset-building. *Your Path* is client-led, client-directed, and highly flexible depending on an individual's circumstances.

In addition to the long-term, asset-building support, we can offer our clients, like Sharon, food, hygiene & cleaning items, and short-term financial assistance so that they do not have to choose between competing essentials. We believe that the people of Monroe County should be celebrating their success, not made worse off by it – and we want to keep encouraging them to thrive.

You can show your agreement to this belief today/tonight by _____ (request).

Level 1 (under \$10k):

Your support fills our food pantry for _____ (insert length of time based on perceived giving potential: \$2,500=one month), making sure there are no gaps in food categories and allowing us to have fresh produce and frozen meat available each day our pantry is open.

Level 2 (under \$20k):

Your support fills our cleaning & hygiene closet for one year, making sure there are no gaps in product types. Sponsors enable us to purchase items flexibly to get the lowest rate and maximize the impact of your donation.

Level 3 (above \$20k):

Your support ends hunger for the year! This fills our food pantry for the whole year, ensuring there are no gaps in the food categories and allowing us to have fresh produce and frozen meat available each day our pantry is open.