



Dear colleagues,

As you know, an over-reliance on government funding is a challenge faced by nearly all of our Affiliates across the network. In order to build capacity and long-term sustainability, we must diversify our funding sources. The stories and testimonies in this month's newsletter will provide you with real-life examples of fundraising strategies and best practices from fellow Affiliates that may inspire and encourage you in your work.

- Dennis G. Serrette

Senior Vice President, Partnerships and Advancement



### Board Message

I have served as a member of the Board of Directors of the Urban League of Middle Tennessee since 2002. During a time of transition in leadership, our Board was able to support the ULMT's staff and new CEO, Clifton



Harris, to meet our annual EOD luncheon fundraising goal. The success of the event was a result of the fervent efforts of the Board to solicit increased contributions from their own corporations as well as additional support from previous event sponsors. As Board members, we felt both proud of the work and dedication we committed to the event and appreciated and valued by organization leadership. As the current Board Chair, I am confident in the future growth potential of our private fundraising efforts at the ULMT.

- Latrisha Jemison

Board Chair, Urban League of Middle Tennessee

### Partnership Corner



The Urban League of Greater Atlanta was "rocking and rolling" straight through year end. Since beginning work with Project Rock, we have focused our priorities on diversifying our funding streams by implementing more strategic cultivation efforts. We saw a major impact this December, securing nearly \$200,000 in new private funding, after developing our grantee-grantee relationships into more meaningful partnerships. In addition to securing two grants totaling nearly \$75,000 from Comcast and Chick-fil-A, we also received an increased grant -- a \$125,000 gift, up from \$50,000 -- from a long-standing partner, the Coca-Cola Foundation.

- Nancy Flake Johnson

CEO, Urban League of Greater Atlanta

### Donor Impact

Quality housing for all has always been a philanthropic passion of mine. As a donor to the Greater Phoenix Urban League since 1995, I have always been drawn to the League's housing programs. After being invited to see the program first-hand, I was able to witness the positive impact on the overall quality of life for the residents, and was inspired to increase my annual gift from \$10,000 to \$20,000. Since then, my relationship with the League and its incredible staff has only gotten stronger. In 2016, I committed a \$500,000 gift over five years in support of the Greater Phoenix Urban League's housing program. I'm so glad to have a stronger relationship with the League today and anticipate an ongoing commitment to the Movement. – Bill Smith, Donor, Greater Phoenix Urban League



### Quick Tips

- **CASE STATEMENTS** - A written statement that provides the rationale and story for why your Affiliate deserves philanthropic support.

- |                             |                                 |
|-----------------------------|---------------------------------|
| 1. <b>Your affiliate</b>    | 7. <b>Investing in Remedies</b> |
| 2. <b>Mission statement</b> | 8. <b>Financial needs</b>       |
| 3. <b>Services</b>          | 9. <b>Constituencies</b>        |
| 4. <b>Accomplishments</b>   | 10. <b>Benefactors</b>          |
| 5. <b>Challenges</b>        | 11. <b>First gifts</b>          |
| 6. <b>Future Vision</b>     | 12. <b>Expected benefits</b>    |

### Stand-Out Case Statements Include:

- ✓ Compelling images
- ✓ Concise language
- ✓ Outcomes and Impact
- ✓ Invitation to philanthropy

### Insider Tip

To receive a copy of the National Urban League’s premier case statement template, contact Molly Conway at [Mconway@ccsfundraising.com](mailto:Mconway@ccsfundraising.com)

### CEO Field Story



The Tri-County Peoria Urban League participated in Project Rock Advantage, the individual assessment and fundraising plan component of Project Rock, in 2011. The program was a tremendous asset to our affiliate, helping us to

strengthen our fundraising operations, implement best practices, and further engage our Board of Directors in fundraising activities. Today, we continue to utilize the sound fundraising operations and infrastructure implemented more than five years ago. The guidance we received through the program helped us leverage our 50<sup>th</sup> Anniversary campaign in 2015, when we received our first ever 5-figure gifts. We are looking forward to continuing to utilize the tools, trainings, and hotline assistance offered by Project Rock to continue to reach our fundraising goals year after year.

- *Laraine Bryson,*  
*CEO, Tri-County Peoria Urban League*



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