

AMSA CAPITAL CAMPAIGN

Fundraising Discussion – Facilitated by: Betsy Grenier



HANNAH STREET
CONSULTING

Raising \$2M at AMSA

Ingredients

- 1. Materials, infrastructure** (database, acknowledgement process, accounting)
- 2. Staff:** Development, Marketing/Communications & CEO
- 3. Volunteers**
- 4. Prospect Pool:** individuals, families, corporations, foundations

Strategy

Corporations/Foundations

- Interested in STEM/STEAM
- Local
- Interested in Sponsorship
- Care about “Education Reform”/Charters

Individuals

- Parents/Caregivers
- Grandparents
- Alumni Community

People

GIVE

To People

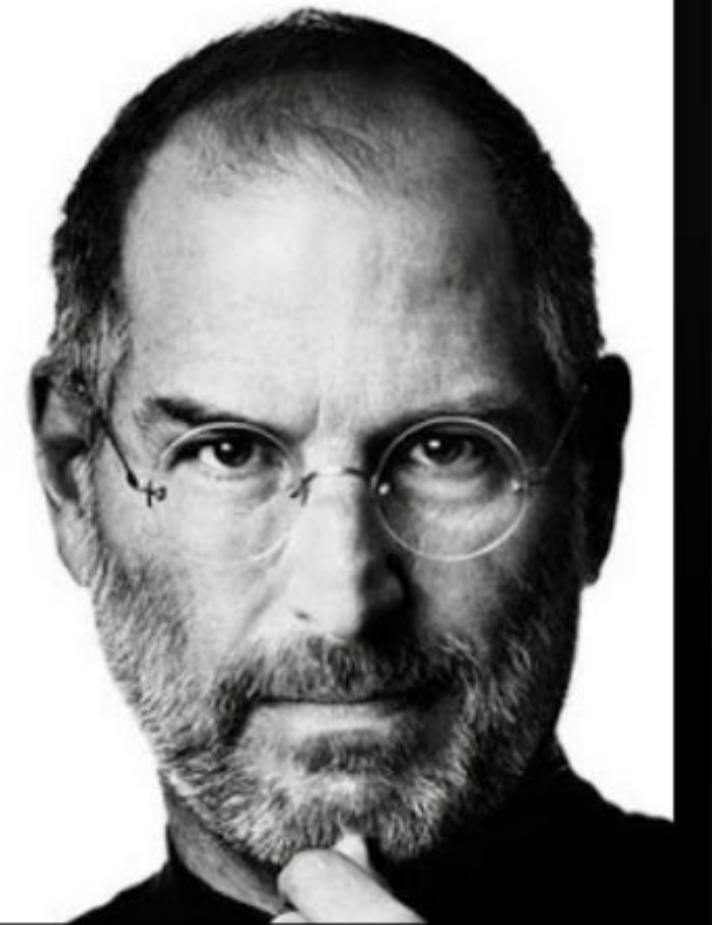
Why Are You An AMSA Volunteer?

What Do You Bring to Your Volunteerism?

- Believe in the Mission Value
- AMSA's Work and its Outcomes
- Passion
- A Network
- What Else?

"The only way to do great work is to love what you do. If you haven't found it, keep looking. Don't settle."

- Steve Jobs



Power & Responsibility of the Volunteer

Power To

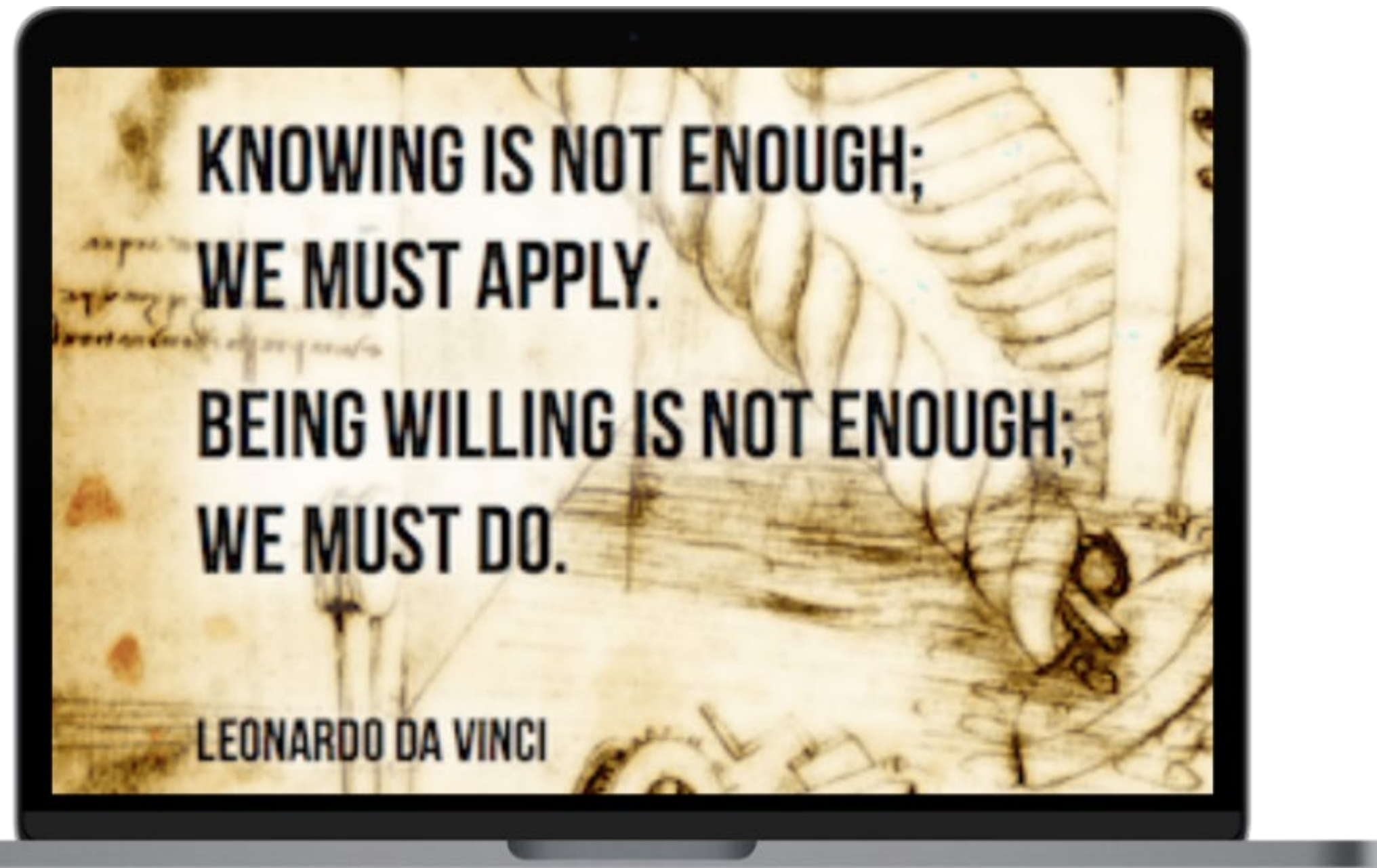
- Personally speak to the importance of AMSA
 - Share your experience of AMSA
 - Tell the story of the difference in our world you believe AMSA makes
 - Leverage your own contribution to AMSA
- "I support AMSA and I hope you will consider doing so"*

Responsibility To

- Be a Champion & a Booster
- Success means AMSA has volunteer spokespeople – staff alone cannot do it!
 - Be known for constant promotion of AMSA-- friends/colleagues say of you:
"oh yes, he/she is a big AMSA person"
- Identify/Invite others with shared interests who might want to be engaged with AMSA

Personal Action Plan

1. Prospect Engagement
2. Donor Acquisition



Getting Going in 2022 and Beyond...

How?!?!

Goal: Determine who you know? What's your superpower going to be?

Plan: Start your work

- Outreach to prospective donors
- Ambassadorship
- Partner with others to share AMSA Intel

Discussion

- Have you done this work and what can you share with fellow volunteers?
- Tips for engaging people Scenarios
- Is there a secret sauce for this work?

What Else Would Help You Reach & Exceed Your Goal in 2022?

- Utilize staff/consultant support, expertise and ideas for top prospects
- Regular meeting with staff and fellow volunteers
- Easy to use outreach tools
- Event plan/options
- Further training on:
 - *outreach calls or emails*
 - *asking people to get engaged*
 - *asking people for a gift*

Celebrate Results!

- Know that getting a new gift usually comes after some “No” responses!
- Take satisfaction and joy in bringing in a new donor!
- Know how essential and valuable your work is to reaching the financial goals of AMSA!

