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# Fundraising Plan

For the Great Rift Business Development Organization

Presented to Randy Shroll, Manager, Idaho Department of Commerce, Submitted by Kristen Jensen, Director of the GRBDO • September 30, 2011

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# Fundraising Activities

For the Great Rift Business Development Organization

## SUMMARY OF ACTIVITIES TO INCREASE FINANCIAL STABILITY

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*Involving board members by capitalizing on their relationships within the service area helps move the organization toward the realization of fundraising goals.*

### **Board Engagement**

Fundraising is more than an activity, it is a relationship between partners who are interested in achieving common goals. Through relationship building my board and I have been able to recognize ways we can support the entities which so generously support the Great Rift Business Development Organization. Through meeting the needs of business and government, we can then successfully request financial contributions because of the efforts we have extended which have had a direct benefit to them. This is the goal of the GRBDO Board of Directors, to continue to provide assistance to those entities within our service area and in return receive support as appropriate. The following paragraphs will describe briefly the activities which will be undertaken during the next 12 months to ensure economic viability for the organization.

Each fundraising plan will have a board member who is actively involved. The board member's time, talents, and contacts are taken into consideration for each assignment, which matches the board member with the best opportunity for success in fundraising.

## Support Through Service Fundraising Plan

*Potential donors are in bold at the beginning of each fundraising activity. The potential donation, activities, timeline, and board member involved are also included.*

### **Power County**

**Potential Donation:** \$5,000 per year

**How the funds will be raised:** Through service to the county, the GRBDO board and director will request in person, a financial contribution to help continue to provide services to the county.

**Activities Include:** Brownfield application for assessment of the Gardner Hotel.

**Board Members:** Jerry Miller and Stuart Pankratz

**Process:** First, after the county acquired the Gardner Hotel because of delinquent taxes, I asked to meet with the Power County Commissioners regarding the demolition or revitalization of the building. I offered the services of the GRBDO to help determine what should be done with the building now that the county owns it. The building is in total demise and is in need of extensive remodeling at a possible cost of over one million dollars. The demolition of the property is a feasible alternative, which I am pursuing with the assistance of Ralph Oborn, Department of Environmental Quality. Second, Ralph and I obtained the keys for the building and toured it, taking pictures and documenting what we saw. Next, I contacted the Power County Historical Society to find out as much as I could about the building. Ralph researched records kept by the DEQ to determine more history for the building. Through our findings we determined our first step should be to assess the hazards, such as asbestos, in the building. We are now in the process of applying for a Brownfield grant to fund the assessment.

**Timeline:** October 2011-Submit the Brownfield Application for hazardous materials assessment.

January 2012-Receive grant funding and hire a contractor to complete the assessment.

February 2012-Present findings to the Power County Commissioners.

March 2012-Organize a work session with the Commissioners.

April 2012-Begin work on plan defined in March by the Commissioners.

## City of American Falls

**Potential Donation:** \$5,000 per year

**How the funds will be raised:** Through service to the city, the GRBDO board and director will request in person, a financial contribution to help continue to provide services to the city.

**Activities Include:** Community Visioning/Downtown Revitalization Activities

**Board Members:** Dan Hammond and Stuart Pankratz

**Process:** First, I have already held a Community Visioning night in August to help visualize the Downtown Revitalization Project which the city is currently trying to obtain grant funding for. I have been involved for the past three years with this project, first organizing a Community Review, supported by the Idaho Rural Partnership. This activity will be a continuation of my previous and current involvement with this project.

**Timeline:** October 20, 2011-The 2nd Community Visioning Workshop will be held.

*Steps to make the activity a success:*

1. Check all community calendars to see if there are conflicts with the chosen date.
2. Schedule the meeting place, which is the American Falls District Library. Request a check from the city to place a deposit on the room at the library.
3. Create an invitation. This will be a postcard with a picture of the downtown on it. This will include all pertinent information.
4. Hand deliver invitations to previous attendees. Reach out to those who did not attend the 1st session by visiting them in person as well. Explain the process and how their participation can make a difference.
5. Contact by e-mail all government entities such as the Power County Commissioners, the City of American Falls Mayor and Council, and other government officials as appropriate. Invite them to participate by posting a special meeting notice so all members of their quorums can attend.

6. Contact the American Falls Chamber of Commerce to invite their members to participate.
7. Contact *The Press*, and place a story about the Community Visioning night in the paper two weeks in advance. Invite them to cover the event by sending them a personal invitation.
8. Mail remaining invitations by October 6, 2011.
9. By September 20th contact James Waddell, Army Corps of Engineers to see what he needs in the way of equipment, room set up etc. Remind him of the date and location by e-mail, and send him a copy of the invitation.
10. October 17, 2011- Call past participants to remind them of the workshop. Call James to make final arrangements.
11. Reconfirm the reservations made at the Library for the use of the Community Room.
12. October 19, 2011- Receive purchase order from the city to purchase refreshments for the following night. Pick up key from the library.
13. October 20, 2011- Set up room, bring in refreshments and camera, meet James earlier for lunch and planning for the evening. Greet participants as they arrive and introduce James. Help orchestrate the meeting.
14. Clean up meeting space. Return key to library. Send thank you note to James. ( I already gave him a substantial gift at the first meeting.) Send e-mail thank you's to all government entities, thanking them for their input.
15. Follow up with the City of American Falls, the Downtown Revitalization Committee, and J.U.B. Engineering to begin implementation of the Visioning Process.
16. Plan to spend many hours helping to make the dream of infrastructure improvement, aesthetic improvements, and energy efficient lighting etc. a reality.

## **City of Aberdeen**

**Potential Donation:** \$2,000 per year

**How the funds will be raised:** Through service to the city, the GRBDO board and director will request in person, a financial contribution to help continue to provide services to the city.

**Activities Include:** Community Visioning/Assisting Mayor Anderson

**Board Members:** Mary Leisy and Rose Elquezabal

**Process:** First, I have scheduled a Community Visioning night in October to help visualize a Downtown Revitalization Project. A follow-up visioning night will be held in December after the artwork is completed. Subsequent meetings will follow to plan for the implementation of the vision.

**Timeline:** October 19, 2011-The 1st Community Visioning Workshop will be held.

December 2011-The follow-up Visioning Workshop will be held.

January 2012-Meet with board to determine implementation steps.

February 2012-Meet with Mayor Anderson and Council Members to give report.

March 2012-Meet with Ben Ledford, City Officials, and citizens.

April 2012-Begin the process to implement the vision.

*Steps to make the activity a success:*

1. Check all community calendars to see if there are conflicts with the chosen date.
2. Schedule the meeting place, which is the Aberdeen City Hall council chambers.
3. Create an invitation. This will be a postcard with a picture of the downtown on it. This will include all pertinent information.
4. Hand deliver invitations to downtown business owners. Explain the process and how their participation can make a difference. Mail out invitations to an interested party group who has expressed interest in improving the community.
5. Contact by e-mail all government entities such as the Bingham County Commissioners, the City of Aberdeen Mayor and Council, and other government officials as appropriate. Invite them to participate by posting a special meeting notice so all members of their quorums can attend.
6. Contact the Aberdeen Chamber of Commerce to invite their members to participate.

7. Contact *The Press*, and place a story about the Community Visioning night in the paper two weeks in advance. Invite them to cover the event by sending them a personal invitation.
8. Mail remaining invitations by October 6, 2011.
9. By September 20th contact James Waddell, Army Corps of Engineers to see what he needs in the way of equipment, room set up etc. Remind him of the date and location by e-mail, and send him a copy of the invitation.
10. October 17, 2011- Call James to make final arrangements.
11. Reconfirm the reservations made at the city hall for the use of the council chambers.
12. October 19, 2011-Meet with Jim in Aberdeen. Tour the city and surrounding area. Purchase refreshments for the meeting. Set up room, bring in refreshments, camera, and other supplies. Greet participants as they arrive and introduce James. Help orchestrate the meeting.
13. Clean up meeting space. Send thank you note to James. Send e-mail thank you's to all government entities, thanking them for their input.
14. Follow up with the City of Aberdeen, Ben Ledford, and the GRBDO to schedule the follow-up meeting to be held in December.

## **Ridgeline Energy**

**Potential Donation:** \$1,000

**How the funds will be raised:** Through service to Ridgeline Energy, the GRBDO board and director will request in person, a financial contribution to help provide economic development services in the area.

**Activities Include:** Blade Signing Ceremony

**Board Members:** Mark Lupo and Brett Crompton

**Process:** First, I have already organized and held the blade signing ceremony. It took place on August 2nd and turned out extremely well. I have not asked for a donation from the company for the services yet, my board will wait until they are actually producing electricity. Timing is important in the solicitation for donations. I feel it is important to “look” for opportunities to

provide valuable services which allow for the justification of a donation. I know this isn't the case for all donations, but where possible it is my board's preference. They are very sensitive to the financial stress most businesses have.

**Timeline:** This activity took four months to plan and carry out.

*Steps to make the activity a success:*

1. First, I knew the company would probably hold a blade signing ceremony like others held in conjunction with the construction of wind projects. I decided this would be a good opportunity to provide a tangible service to the company, so afterward it would be easier to bring them on board as a contributor to the GRBDO.
2. I contacted Jay Williams, project manager for Ridgeline Energy. I asked him to come meet with me in person to discuss the wind project. He obliged and I offered to help with the blade signing ceremony. This began a four month journey to the ceremony.
3. Date selection for the ceremony-this took three attempts. We set a date that didn't conflict with community events. Jay had to check with the corporate office to see if the date would work with them. The first two dates we set did not work. There were time lapses of one to two weeks for each date change. By the second and third date changes I had to call ALL of the catered services to change the dates. This is something to be aware of when scheduling an event which includes people beyond your community.
4. During the time the event was being scheduled I began to make all of the arrangements Jay and I decided were needed. Jay had never planned an event like this, so he didn't know what to do. I had planned other events, not a blade signing, so some things overlapped and some did not.
5. Jay and I made out a sample program so we could determine what arrangements would need to be made to accommodate the planned activities.
6. Based on the program I needed to plan for the following: transportation by private bus to and from the site of the signing, a large tent for 125 people, tables and chairs for 125 for lunch, tablecloth rentals, chairs for 125 for the speaking presentations, a sound system, a podium, flags, catering for lunch, private security, sheriff's department security, a singer to perform the National Anthem, and a photographer etc. There are lots of small details not included in this description.

7. Scheduling all of the services provided by other entities took several hours of faxing, calling back with the company credit card to hold the reservation, etc. I had to drive to Pocatello to look at tent rentals to find the right look. Part of the challenge was being the liaison. I was not the final decision maker, so I had to get the information from the catering business for example, and then run it by Jay. This took quite a few hours.
8. After all the arrangements were made and deposits and contracts were signed, I had to change the dates with the businesses two times. I was not prepared mentally for this, so I had to develop some patience.
9. Once the final date was set Jay had his company design and print the invitation. It was my job to provide Jay with names and addresses of local people including elected officials, to put on the mailing list.
10. When the invitations were mailed and all of the needed equipment and services had been arranged I basically was done for a few weeks.
11. I called *The Press* to let them know about the event. I also made sure they received an official invitation to join all of the festivities, besides being there to write a story. I wanted them to feel like they were invited guests, as they provide a valuable service by covering the event in their newspaper.
12. The photographer-I hired a professional who has a business in American Falls. His wife passed away suddenly about 10 days before the event. I visited him in person about three days after the funeral to see if he still wanted to do the job. He did, but he wanted a back-up. My husband became the back-up photographer and everything ended up fine. The photographer made it. These are the unexpected things that can come up, so it helps to accept them and do your best to make other arrangements if necessary.
13. One week before the blade signing I had to change the vans to buses, as there were more people interested in attending than Jay and I planned on. Fortunately the buses were available.
14. One week before the event I called to reconfirm all of the reservations and make sure everyone was clear on where to meet. The businesses I had contracted with all needed to meet at the high school and be escorted by Ridgeline Energy employees to the site, which was a few miles out of town.

15. I had to pick up the sound equipment, podium, and flags the night before in my private vehicle. My husband took them to the site the next day and set them up for me. It helps to have a volunteer assistant because there is too much to do yourself.
16. Jay and I called each other and e-mailed daily to review all the arrangements. I learned this is not the time to schedule a big project or other complicated commitment. The blade signing should have been the project for the week, but since it was my first big project I didn't realize this and I scheduled a Community Visioning Workshop just two days later. It turned out well too, but I was very tired by Friday.
17. I arrived at the high school on the day of the event where the buses were loading people. There were name badges made by the company for all participants. It was basically their pass to get on the bus. Jay took care of this detail.
18. The ceremony went well, without any problems. Good planning, reconfirming all arrangements, and the willingness to work hard made this happen so well.
19. After the event I had to return the sound system etc. I also followed through with all of the businesses to make sure they received their final payments from Ridgeline Energy. As I was the one making the arrangements I felt my reputation was on the line. It was important for me to know that the local caterers, for example, received the check for their services.
20. I met with Jay a few days later to give him the folder full of all of the faxes, receipts, and some bills given to me by the photographer and the catering business. We discussed the ceremony and how well it went. He was very pleased.
21. The final step will be to request a contribution after the first of 2012.

## **Idaho Power**

**Potential Donation:** \$1,500 per year

**How the funds will be raised:** Through service to Idaho Power, the GRBDO board and director will request through a written inquiry, a financial contribution to help continue the mission of the organization.

**Activities Include:** Serving on committees and providing information, providing community contacts, attending public meetings on energy related issues, and offering assistance when appropriate.

**Board Members:** Mark Lupo

**Process:** First, I have already received donations from this company and I have served on committees and provided helpful information and support. I will continue to provide these services. It is wonderful to have a partnership with the local power company because many of the manufacturing businesses the state is able to recruit need substantial amounts of power. It is necessary to have working relationships within the power company so project information can be obtained in a timely manner. I am able to make a quick call and have the information I need within a day or two.

**Timeline:** October 2011 through October 2012

*Steps to make the activity a success:*

1. Let the business representative know that you are available to help them. Just like I did with Jay, I let the people at Idaho Power know I would like to assist them in any way possible. There really aren't a lot of things to do, so when they request something I do all I can to accommodate their request.
2. A recent activity I just finished was serving on the I Love ISU- Idaho Power Fundraising Team. I spent three hours with about 10 Idaho Power employees calling local businesses and individuals to ask them for a donation for Idaho State University Scholarships. This is a small thing, but it builds relationships which go a long way.

### **J.U.B. Engineering**

**Potential Donation:** \$500 per year

**How the funds will be raised:** Through service to J.U.B. Engineering, the GRBDO board and director will request through a written inquiry, a financial contribution to help continue the mission of the organization.

**Activities Include:** Providing information, providing community contacts, organizing meetings with city officials and city department superintendents, and offering assistance when requested. These activities are related to the Downtown Revitalization project the City of American Falls is working on.

**Board Members:** Dan Hammond and Stuart Pankratz

**Process:** J.U.B. Engineering has been hired by the city to provide engineering services for the downtown project. I have been very involved in this process, above and beyond my city role. I have used many hours from the GRBDO budget to accommodate the activities necessary to make the project a success. The Community Review and Community Visioning Workshop are just a couple of the events I have made happen to help the city and the engineers. I also provide them with timely information they need. We call and e-mail each other often about the project.

**Timeline:** Ongoing-now through 2013

*Steps to make the activity a success:*

1. Call J.U.B. Engineering to see if they would like to hold an in person meeting with the city officials following the Community Visioning follow-up meeting to be held October 20, 2011.
2. Schedule the meeting with the city officials by first contacting the mayor and finding a suitable date. This is always the biggest challenge, to find a date when most can attend.
3. Notify J.U.B. of the date and time of the meeting.
4. Schedule the meeting room at the city for the meeting.
5. Prepare an agenda with the help of Alan Giesbrecht at J.U.B.
6. Send out an e-mail to all invited to inform them of the meeting.
7. Send out an e-mail two days before the meeting to remind all who are invited.
8. Arrange the room, buy refreshments, print agendas, and hold the meeting.
9. Determine a follow-up procedure for the items discussed at the meeting.
10. Clean up the room. Send out e-mail thank you 's to all who attended.

## **Fundraising Goals**

**Overall fundraising goal:** \$16,100 This reflects a 20% increase to the non state funded budget.

*Fundraising goal breakdown:*

City of American Falls: \$5,000

City of Aberdeen: \$2,000

Power County: \$5,000

Ridgeline Energy: \$1,000

Idaho Power: \$1,500

Racine, Olson, Budge, Bailey, and Nye: \$500.00

J.U.B. Engineering: \$500.00

Keller Engineering: \$500.00

Bank of Commerce: \$100.00

## **Timeline**

Please refer to the individual activities described above for each timeline.

## **Marketing Piece**

There are two marketing pieces included for the assignment. The first is a one page, two sided brochure type of marketing piece with pictures that are eye catching for the initial to second read. The organization information, importance, need for donor help, and contact information are all located on this piece. A second marketing piece is also included which features a one page, one side flyer type of communication tool. It also includes information about the organization, the importance, the need for donors, and contact information for the organization.

## **Social Media**

Social media is used in several ways, through various websites, LinkedIn, a blogspot, and Facebook. A Twitter account has also been established. The websites are used to provide information to the public about the services provided and contact information for the director of the organization. LinkedIn is used to connect the director with new discussions, job announcements, and news the Idaho Department of Commerce posts. Communication is received through LinkedIn from business connections as well. The blogspot serves as the website with contact information for the organization and provides a way to update the board and community on new businesses, business expansions, and other news. Facebook hosts a page for the organization contact information, and continues to build a friend base.

### *Websites*

[www.grbdo.blogspot.com](http://www.grbdo.blogspot.com)

[www.cityofamericanfalls.com/great\\_rift.htm](http://www.cityofamericanfalls.com/great_rift.htm)

[www.easternidaho.org](http://www.easternidaho.org)

ieda.biz

commerce.idaho.gov

[www.linkedin.com](http://www.linkedin.com)

facebook.com

I hope the assignment will help me be more efficient at fundraising. It was a worthwhile activity for me to take the time to reflect on, so I thank you for the opportunity to improve. Please contact me if you have any questions.

Thanks!

Kristen