



**Are these people successful fund raisers?**

# Fund Raising – Capital Campaign Style

What did WSSAF Learn from its 2010 and 2011 Capital Campaigns and Where will we go from here!

By John Walkowiak

# What is a Capital Campaign

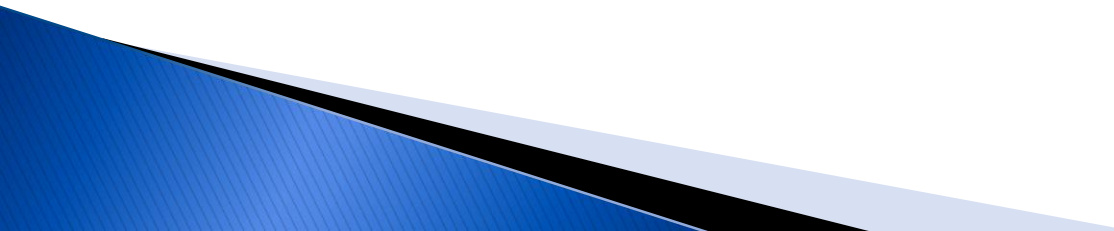
## Coordinated Fund Raising Effort

- ▶ Capital is used here to refer to “funds” not “building fund”.
- ▶ Process of What, Who, When and How “Questions”
  - What will the requested funds be used for?
  - Who are you going to ask?
  - When are you going to ask?
  - How will you ask?



Many traditional religious groups have been around longer than SAF – what is their secret for fund raising?

# Learning from others

- ▶ Environmental, religious and university organizations have for years utilized fund raising through annual capital appeals.
  - ▶ They utilize strong unifying messages.
  - ▶ Clearly identify their audience
  - ▶ Clearly state what donations will be used for
  - ▶ Encourage, remind population of their obligations.
- 



# Why does it need to be coordinated?

- ▶ Unified message from all parties
  - Everyone involved is “singing the same tune”.
- ▶ Avoid having possible donors receive multiple requests from different sources.
  - “no pestering or Wisconsin “badgering”.
- ▶ Requests for donations occur at appropriate times
  - Be respectful of donors and volunteers time.
- ▶ Appropriate asking methods
  - Respectful – not collections agency
  - No “strong arming” or “guilt giving”
  - But do not afraid to ask.

# Determining the Purpose:

## Singing the same tune

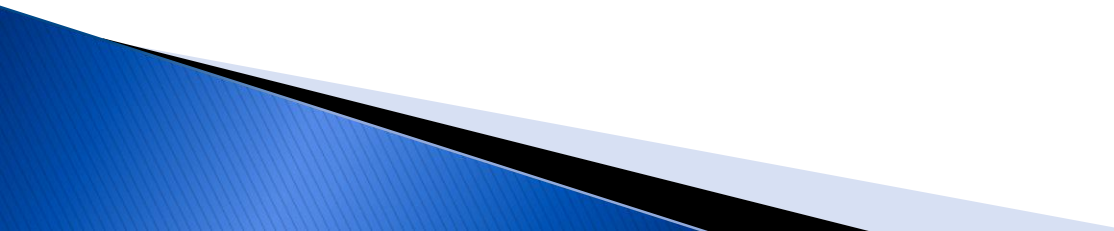
- ▶ What are the needs?
  - Specific or General?
  - Enhancements
- ▶ How much do you need?
  - Specified or Known targeted amount
- ▶ Should your request be for multiple needs?
  - Having more than one use of donations does it strengthen or weaken requests
- ▶ Who should be involved?
  - Leadership of the organization needs to be on board

# Who are you going to ask?

- ▶ Identify your population of donors
  - Specific or Broad
  - Who “cares” about your “cause”?
  - Can you get their contact info?
- ▶ Is it sufficient to reach your target?
  - Assume between 5%-10% of your population of possible donors “might” actually “give”.
- ▶ Who else is seeking funds from your donor pool?
  - Friend or Foe?



# When is the best time to ask?

- ▶ Time of Year
    - When are people most generous?
  - ▶ Day of the week
    - When are the toughest days to reach people?
  - ▶ Time of the day
    - When is it easiest to reach people?
    - When are the times to avoid?
  - ▶ Follow up requests
    - When and how often?
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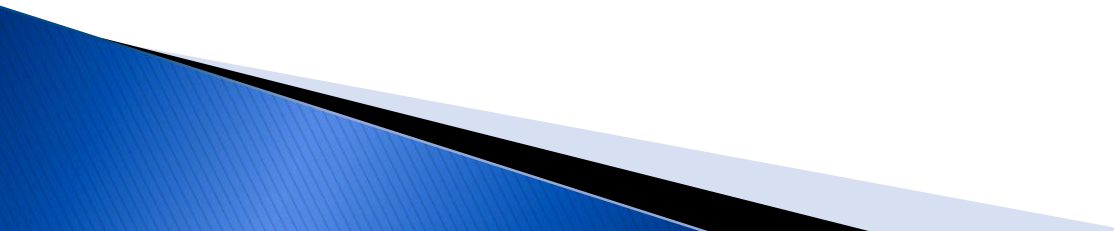


You would be surprised – the number of possible donors to your cause – even in these difficult economic times.

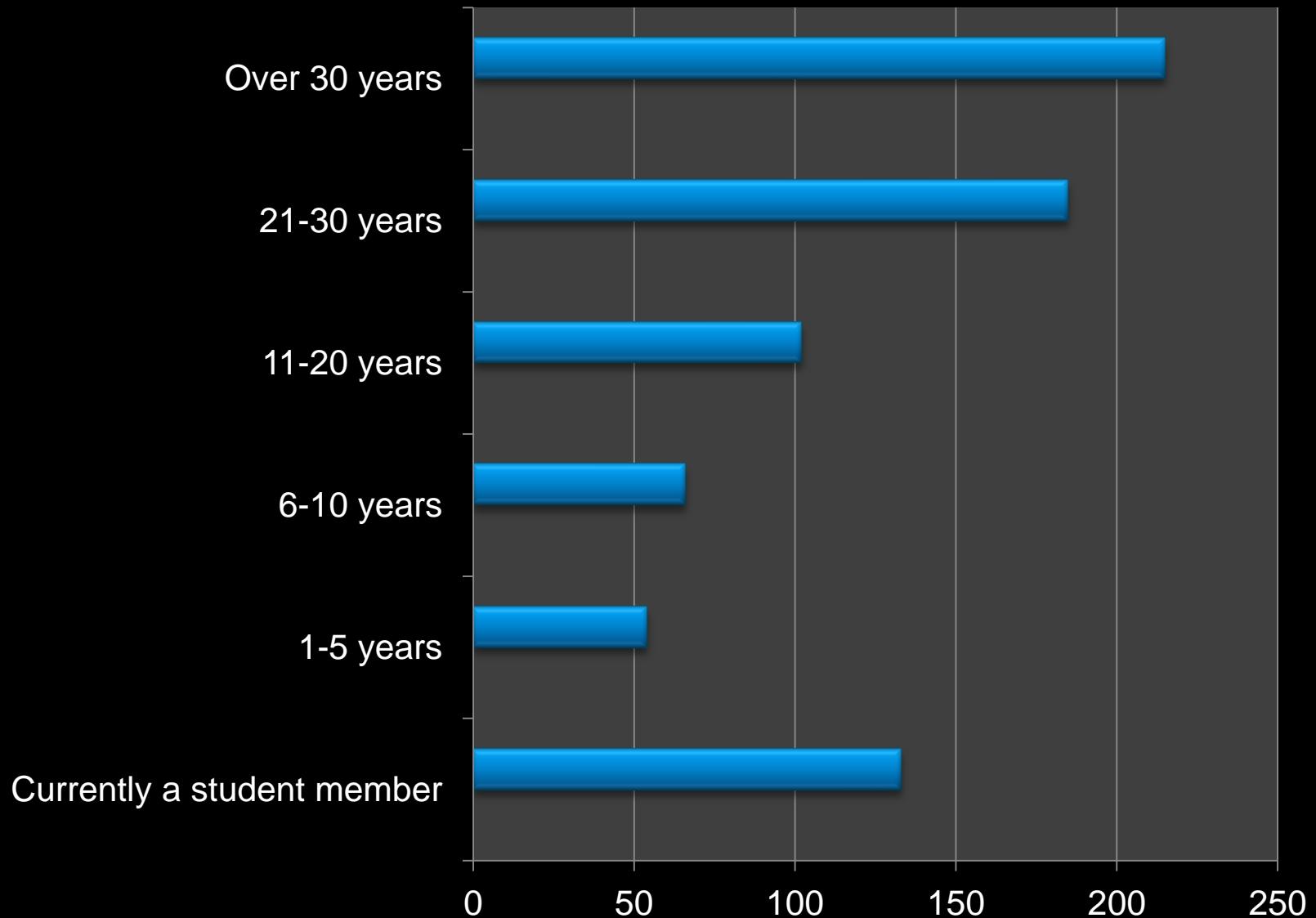
# Asking for Donations?

- ▶ Methods (plus and minus)
  - Mailings
  - Phone
  - Electronic
  - Person-Person
- ▶ Message
  - Brief/Concise
  - Express “need” – what funds will be used for
  - Ask for a donation – provide a reasonable donation
  - Get all vital info
  - Thank them for their time and consideration

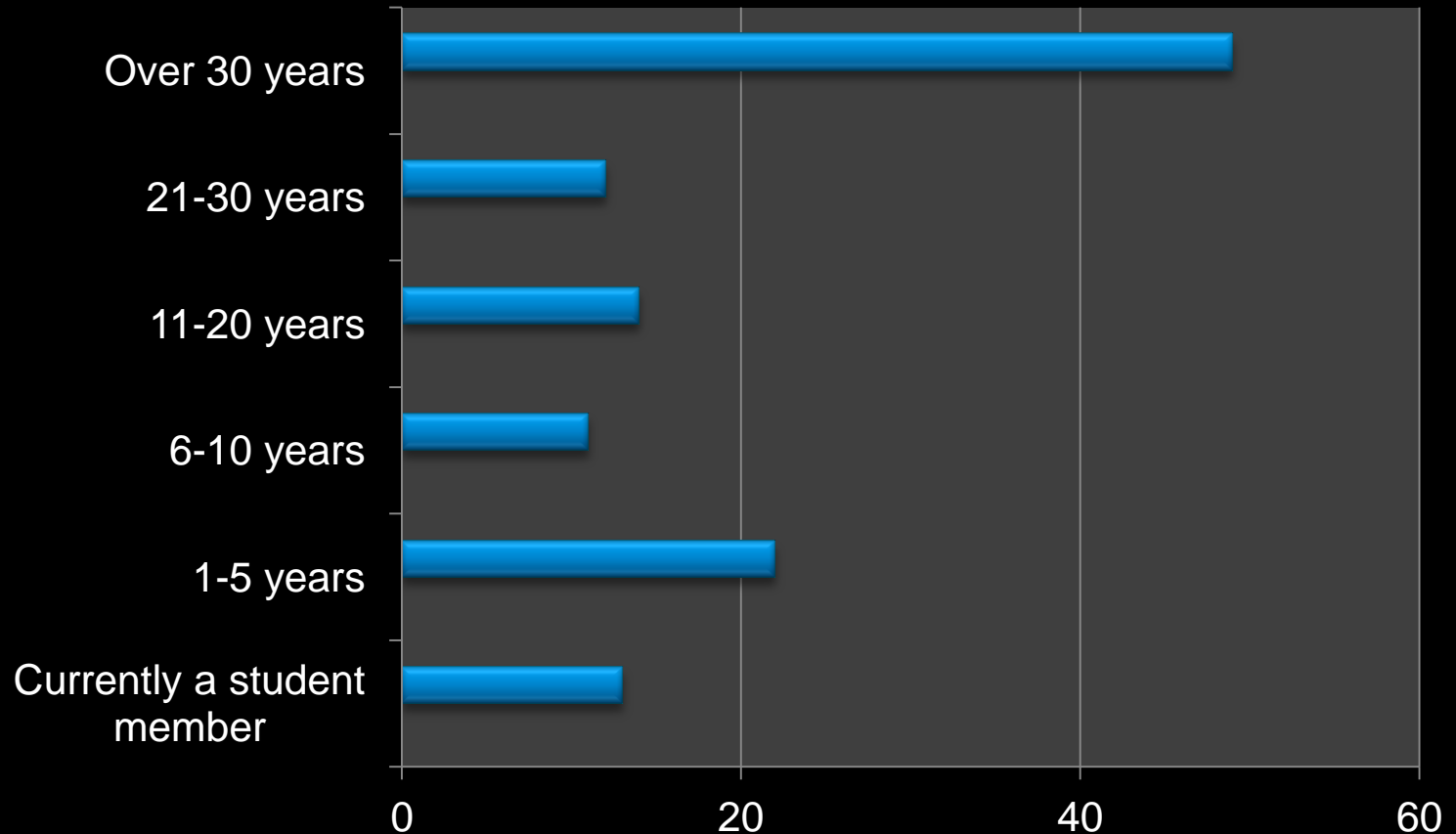
# Washington State SAF Experience with a Capital Campaign

- ▶ What:
    - Need for Operations Funds to cover needed expenses, enhancing website and need to fund the WSSAF Foundation to initiate student scholarships
    - Target = \$8,000-\$10,000
  - ▶ Who:
    - WSSAF members
  - ▶ When:
    - Kick off at WSSAF Annual Meeting (May)
  - ▶ How:
    - Person to Person
    - Direct Mailing
    - Electronic
- 

## Current WSSAF Demographics

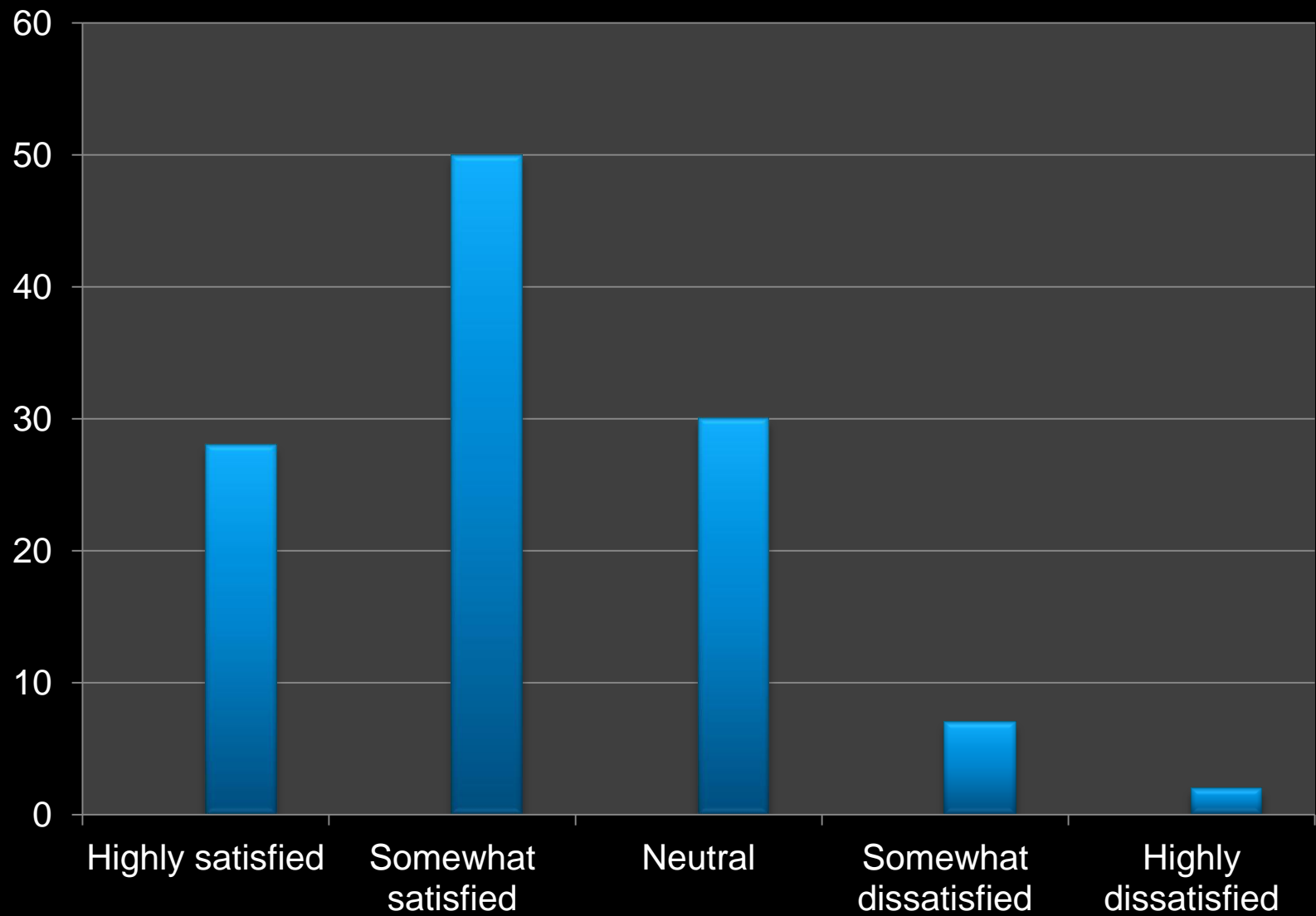


## How many years member of WSSAF

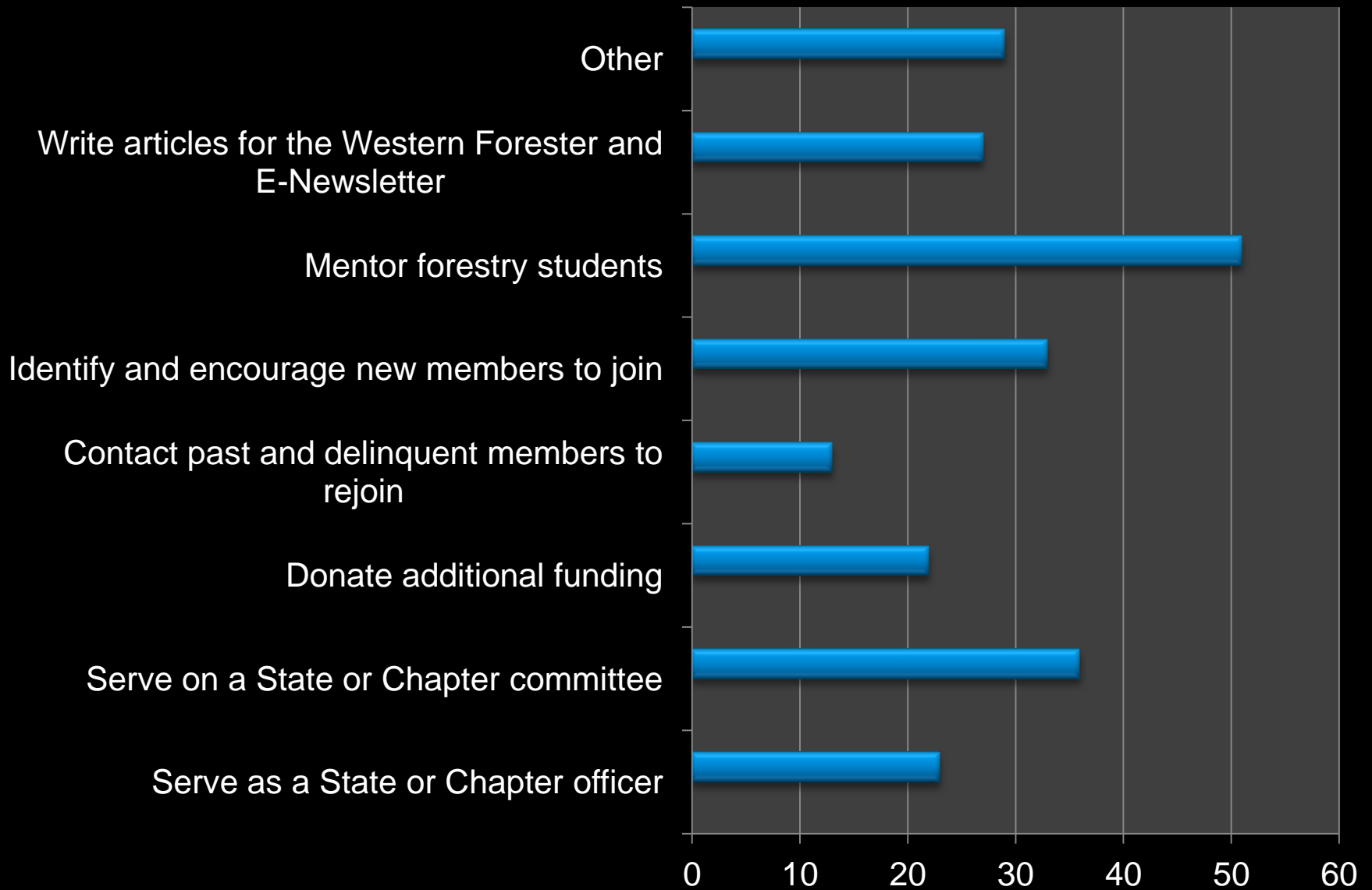




## Satisfaction with WSSAF Membership



## What would you be willing to do to assist WSSAF



# Timing and Methods Used

- ▶ Kick Off – WSSAF Chair announces it at the May WSSAF Annual Meeting and challenges members to match their donation.
- ▶ Explains the need and how the funds will be used
  - To keep state division dues from raising
  - Maintain our commitment to the NW SAF Office
  - Enhance services – such as our new website
  - To get Foundation to min. level for sustainable scholarships.
  - Voluntary
- ▶ Within 30 days of the annual meeting – sent out a concise one-page letter/donation form/brochure via direct mail using NW Office Bulk Rate permit to all WSSAF members.



May 12, 2010

Dear valued Washington State SAF Member:

We wanted to share with you some of the recent accomplishments your State Society has achieved as a result of your continued support and participation with the Society.

- In January we hosted the WA/OR SAF forestry leadership conference at Pack Forest focusing on how to grow our professional association.
- We have updated and approved five Policy Position Statements.
- We have helped to develop a new student chapter at Grays Harbor College.
- Our WSSAF Foundation is nearing its \$20,000 requirement to be able to distribute scholarships.

This is on top of continuing to provide the Western Forester to dues paying WSSAF professional members and free to students and golden members. We also co-sponsor the Northwest office with ORSAF in order for our membership to have consistent local resources to Chapters in both states.

We recognize the desire of our membership to do more to advance the art and science of forestry in our state.

- We want to expand our legislative breakfast to educate policy makers by and look at other ways to recognize leadership in the state that promotes forestry.
- We want to update our website and utilize it more effectively as a public communications and membership recruitment tool.
- We want to build a robust scholarship program that can help provide the educated workforce our natural resource profession will need to be successful in the future.

In order to meet these desires we need the continued support of our membership. To that end, we are asking for your financial support. We are also asking that you encourage your colleagues to join SAF. For us to be successful, we need both financial resources and participation of our membership.

Please join us in supporting the future of the Washington State Society of American Foresters.

Sincerely,

*John Walkowiak*

*Adrian Miller*

John Walkowiak  
Chair

Adrian Miller  
Chair-Elect

## WSSAG 2010 Capital Campaign Letter

Signed by both Chair and  
Chair-elect to show unity.





## WSSAF at a Glance

**Washington State SAF** is a state society of the Society of American Foresters (SAF), founded by Gifford Pinchot. WSSAF members include over 700 field foresters, researchers, administrators and educators working throughout the state, as well as students. WSSAF members are major contributors to the management of 22 million acres of public and private forests in Washington.

WSSAF members and technicians work for federal, state or local governments; for universities, for small and large landowners, for nonprofit organizations, as independent forestry consultants, and for businesses both small and large.

Our professionally trained members are bound by a professional code of ethics.

**Join the**  
Washington State Society  
of American Foresters &  
the Washington State  
SAF Foundation  
in...

### Active WSSAF chapters

- Admiralty Inlet
- Central Washington
- Longview
- Mid-Columbia
- North Olympic
- North Puget Sound
- South Puget Sound
- Southwest Washington

### With students chapters at:

- University of Washington
- Grays Harbor College
- Green River Community College



PHOTO: DON HANLEY



PHOTO: WSU EXTENSION SERVICE



**Washington State Society of  
American Foresters/Foundation**

c/o SAF Northwest Office  
4033 SW Canyon Road  
Portland, OR 97221

503-224-8046 • fax 503-226-2515

[www.forestry.org/washington/](http://www.forestry.org/washington/)

COVER PHOTO: ANDY PERLEBERG

**Setting the  
Course for  
Forestry  
in Washington State**

[www.forestry.org/washington/](http://www.forestry.org/washington/)



## Setting the Course for Forestry in Washington

The Washington State Society of American Foresters (WSSAF) and the WSSAF Foundation are seeking your support to foster and improve forestry education for students, professionals and the public on the value of managing our forest resources.

### Our Goals

- To attract and support the best young people to join the forestry profession.
- To provide educational and networking opportunities for all WSSAF members.
- To improve the forestry knowledge of citizens and visitors to the state of Washington.
- To help public leaders better understand and respond to important forest issues.

### Our Focus

- Support the publication of the *Western Forester* magazine and our website at [www.forestry.org](http://www.forestry.org).
- Continue to build a robust student scholarship program.
- Expand efforts to communicate with policy makers.
- Support local chapter and member public education programs.
- And much more.



## How Can You Help?

Besides the modest annual membership dues WSSAF receives, WSSAF and the Foundation need additional support to make things happen, now and in the future. You can help by:

- Making annual cash donations;
- Asking your employer to make a donation or matching gift;
- Donating money, land or other assets through your will or estate; and
- Recruiting others to join WSSAF.



## Is My Gift Tax Deductible?

Gifts and donations to WSSAF and the Foundation are fully tax deductible and may have other tax advantages. Please consult with your tax specialist.

## How Will My Gift Be Used?

The value of your donation or gift will be split 50-50 between funding the operations of WSSAF and supporting the Foundation. The voluntary boards of both the WSSAF and the Foundation will disburse funds in accordance to their respective strategic plan and bylaws.

## YES! I Want to Help WSSAF and the Foundation

Enclosed is my contribution:

☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50

☐ Other \$ \_\_\_\_\_

☐ The above contribution is eligible for matching funds through my employer's matching program.

☐ I may be interested in including WSSAF/Foundation in my estate planning. Please contact me.

☐ I need membership materials to join or encourage others to join SAF.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

MAIL FORM AND PAYMENT TO:  
Washington State Society of  
American Foresters/Foundation  
c/o SAF Northwest Office  
4033 SW Canyon Road  
Portland, OR 97221

FOR MORE INFORMATION:  
503-224-8046 • fax 503-226-2515  
[www.forestry.org/washington/](http://www.forestry.org/washington/)

TAX ID #: 23-7350921



# Timing and Methodds Used -- continue

- ▶ Used Constant Contact E-newsletter:
  - Remind members of the fund raising effort.
  - Totals received to date,
  - ID those that donated in Western Forester and
  - Remaining \$\$\$ needed to reach target.
- ▶ E-newsletter at end of year –
  - Status of reaching fund raising target and
  - What funds were and will be used for.
- ▶ Reminded members that donations are tax deductible.


# Results 2010

- ▶ Dollars received =\$8,999
  - 45 out of 650 members participated. (7%)
  - Average donation = \$200
- ▶ How funds were used:
  - 50-50 split WSSAF Operations and WSSAF Foundation (allowed first scholarships to be awarded)
- ▶ Costs = <\$300
  - Split between WSSAF and Foundation.
  - Postage and Printing – used NW SAF Office bulk rate permit and reimbursed for SAF envelopes.
  - Leadership volunteered to label and stuff envelopes in approx 1 hr of time after a board meeting.

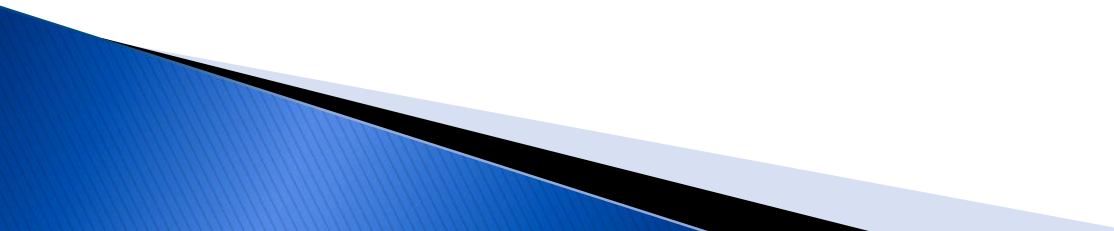
# Results 2011

- ▶ Dollars received = \$6,432
  - 39 out of 650 members participated (6%)
  - Average donation = \$165
- ▶ How funds were used
  - 50-50 split between WSSAF Operations and WSSAF Foundation
- ▶ Costs = <\$500
  - 50-50 split between WSSAF Operations and Foundation
- ▶ Why less \$\$\$ this time?
  - Less emphasis on follow up (other WSSAF priorities)

# What have we learned?

- ▶ You never know what you can get without asking?
  - ▶ Kick Off during annual meeting – and subsequent member challenge raised \$2,250 first day in 2010 and \$1500 in 2011.
  - ▶ Direct mail request an effective tool
  - ▶ Follow ups via e-mail and during Chapter meeting also an effective tool – especially when you remind people of target and how close we are to meeting it.
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# What we have learned -- continued

- ▶ Ask members to consider checking with their employer to see if they match contributions.
  - ▶ Remind people that donations are tax deductible. Especially at end of year.
  - ▶ Send acknowledgement of receipt for tax purposes.
  - ▶ Share results of what funds were used for and will be used for.
  - ▶ If they cannot donate ask them to help us to identify possible new members.
- 

# What is next?

- ▶ Encourage WSSAF Exec Committee and WSSAF Foundation to continue annual capital campaign.
  - ▶ Volunteer to help
    - Notifying of opportunities through chapter events
    - Writing
    - Printing
    - Labels
    - Envelopes
    - Stuffing
  - ▶ Contribute
  - ▶ Encourage others to participate seek new members
- 