

WiD WORKS!

WOMEN IN DEVELOPMENT, NEW YORK | APRIL 2010

TEN TIPS FOR CORPORATE MATCHMAKING

By Shirley Longshore

Christine Park, President of the New York Life Foundation, spoke at our midwinter luncheon about engaging corporate funders in mutually beneficial relationships. WiD members are reporting encouraging economic indicators, and many corporate funders have much more to give. Most corporations are committed to a charitable giving program. There are good matches to be made, and finding those “perfect fits” is a collaborative process.

Based on Christine’s tips, here is how we as fundraisers can access the vast array of corporate resources:

1. Before approaching a corporation, do your research on its giving programs. Often, there are many, including foundation, charitable giving, employee giving and volunteer opportunities.
2. Look at the ways your organization specifically aligns with each corporation. Are there opportunities for volunteers? Is event or program sponsorship the way to go?

(continued on p.3)

UPCOMING EVENT

WOMAN OF ACHIEVEMENT AWARD LUNCHEON

Honoring Ana L. Oliveira, President & CEO,
The New York Women’s Foundation

Tuesday, May 4, 2010

11:30am–2:00pm

Cipriani 42nd Street

100 East 42nd Street, NYC



Ana Oliveira is the President & CEO of The New York Women’s Foundation. Under her leadership The Foundation has doubled its grant-making and revenues, widened public awareness, launched landmarked reports, and broadened the Foundation’s all-inclusive democratic base of support.

Ana has worked in the health and human services field for over 20 years, developing programs for vulnerable populations throughout NYC. She served as the executive director of Gay Men’s Health Crisis for over seven years, overseeing a complete turnaround of the agency. Before

working at GMHC, Ana directed innovative community-based programs at Samaritan Village, the Osborne Association, Kings County and at Lincoln Hospitals. Ana serves on the boards of the Women’s Funding Network, The LGBT Center and The New York Foundation.

In 2005, Ana was profiled in *Newsweek* as “America’s Best.” Her many awards include: Mutual Welfare League Certificate (Osborne Association); Liberty Award (Lambda Legal & Education Defense Fund); Community Service Award (Empire State Pride Agenda); Rosie Perez Fuerza Award (Latino Commission on AIDS); Master Award (National Association of Women Business Owners); and Drum Major for Justice Award (Drum Major Institute).

Ana was born and raised in São Paulo, Brazil, and resides in Manhattan. She has an M.A. in Medical Anthropology from the New School for Social Research and is a licensed Acupuncturist.

Register now: www.widny.org

PRESIDENT'S LETTER



Dear WiD Colleagues:

I am looking forward to *Moving Up/ Moving On*, our career advancement-themed networking event on June 15th, especially after the great success of our January networking opportunity. I saw 150 of you there! Here's what some of you had to say about it:

"We had a great group where everyone listened, acknowledged the issues, and offered advice."

"Thanks for an excellent event! It was well organized and ... really made networking so much less painful."

"Our table was very generous in sharing stories and ideas, and we expect to keep in touch. The continued networking will be valuable."

Thanks to the Special Programs Committee, and particularly event chair Laurie Krotman, for your work on these events. I hope to see you all in June!

Just before that, we will gather for our annual Woman of Achievement Award luncheon on May 4th. If you've never gone before, this is the year to attend. We will honor Ana Oliveira, President and CEO of The New York Women's Foundation and a dynamic leader in New York City's health and human services sector. I encourage you to bring colleagues to this inspiring event.

I want to note one other exciting piece of news: this year's WiD membership has set a new record, with more of you joining and participating in events than ever before. I have greatly enjoyed getting to know so many of you this year. If we have not yet met, please use one of the upcoming events as a chance to introduce yourself — and come celebrate with us on May 4th!

Sincerely,

Kerry Walsh
President

2009–2010 PRESIDENT'S COUNCIL

Members of the WiD President's Council have 20 years or more experience in the not-for-profit sector, working in fundraising and related fields. Receive special recognition as a leader in our field and invitations to targeted initiatives for senior professionals. Please join us today at this special membership level. Visit www.widny.org for details.

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List in formation

TEN TIPS FOR CORPORATE MATCHMAKING *(continued from p. 1)*

3. Find an appropriate person with whom to build a relationship — a program or corporate officer who can guide you through the process and be an advocate and partner. Do not be intimidated in this effort. This is a key component to success in securing corporate funding.
4. Keep that person in the loop throughout the process and during the grant period: mention activities, events, developments in the field.
5. Promote visibility for both organizations. It is very important to keep up media and public relations components to grants.
6. When planning an event and engaging honorees, you must be forthright about your expectations. Corporate CEOs want to know why they are being honored, of course — but more importantly, what it will cost to support the event.
7. When crafting a proposal/ask, get to the point quickly with the “who, what, how much” up front. This is a “tipping point.”
8. Establish a compelling need. Clearly answer the question “Why us?” in the context of who else is doing this work. What makes you a good fit?
9. Explain how this partnership can be leveraged and maximized to encourage other gifts and/or advance organizational and corporate goals.
10. Establish your organization’s credibility and capability. Tell your story as fully as possible using both statistical information and anecdotal illustrations.

POSITIVE INDICATORS: TWO THRIVING NONPROFITS

By Julia Fernandez

We recently checked in with a couple of WiD members whose donations have risen recently to learn what worked for them.

St. Francis

Targeted Special Events and Flexibility for Major Donors

At St. Francis Hospital in Brooklyn, Mary Lou Murphy, Director of Development, said she oversaw a 25 percent increase in fundraising from 2008 to 2009. She credits fresh strategies to draw in new donors and pique the interest of long-standing ones. “We focused on new and creative strategies to motivate our prospects,” she said.

Basically, the St. Francis team pushed harder, she said. They called and met with more prospective donors. They began holding at least one special event a month, carefully tailoring each one to the specific group of donors and prospective donors who were invited. As always, they focused on the cultivation of major donors, those who tend to contribute at least \$100,000. To aid them in these tight times, they developed flexible pledge payment periods. The specific result was an increase in major gifts — as well as an improvement in their practices, to which they intend to adhere, no matter what happens with the economy, she said.

The Chapin School

Encouraging Alumni to Give, Even a Little

The Chapin School on East End Avenue in Manhattan exceeded its 2009 fundraising goal by \$3 million, said Vera Tkachuk Bullock, Director of Advancement — a 10 percent increase over the previous year. What worked? An emphasis on participation and communicating a sense of urgency, she said.

Parent participation rates have long been very high, hovering just below 100 percent, she said. Last year, the development staff and volunteers focused on alumni giving, currently at 38 percent. The message? Every gift matters, including small ones.

An all-hands-on-deck phone-a-thon brought in \$350,000 in a single day. First, the volunteers attended training sessions on fundraising in hard times. Then, when they made their calls, often from their homes or offices, they were able to offer an enormous carrot: a dollar-for-dollar matching gift, restricted to donations made that day. The response was especially strong, said Ms. Bullock.

NONPROFIT LEADERS VICTORIA BJORKLUND AND RONNA BROWN ADDRESS GOVERNANCE ISSUES

Victoria Bjorklund of Simpson Thacher & Bartlett LLP and Ronna Brown of Philanthropy NY spoke to a full house at the Yale Club on March 1, 2010, focusing on governance issues for nonprofit organizations. Bjorklund said, “Good governance is a beautiful thing to behold. It demonstrates that the organization is firing on all cylinders.” Read detailed notes from the program on the WiD website.

HERE'S WHAT ATTENDEES HAD TO SAY:

“I really liked the interview format. It turned what could have been a dry presentation into an engaging discussion.”

“Governance is of increasing importance. Thanks for such a timely program.”

“I think this was one of the best and most informative programs I have ever attended at a WiD luncheon.”

“The conversation was really interesting and relevant.”



PHOTOS: Annalee Van Kleeck, Lyric Photo

PROGRAM HANDOUTS AVAILABLE ON WID WEBSITE

Missed a program or luncheon? Check the WiD website for handouts and transcripts of speaker comments. Follow the directions to the right to sign in to the members-only area of the website where our resource materials are housed.

Go to www.widny.org
Click on “**Member/Board Login**” from left-side menu
Sign in with your login name and password
Click on “**Program Handouts**”

SAVE THE DATE

MOVING UP/MOVING ON:
Insider Views of Career Advancement Now

Tuesday, June 15, 2010
6:00–8:30pm
Con Edison
4 Irving Place (between 14th & 15th Streets)
19th Floor Auditorium

SUMMER NETWORKING EVENT

Thursday, July 15, 2010
6:00–8:00pm
The Cosmopolitan Club
122 East 66th Street
(between Park & Lexington Avenues)

Register for these programs and more at www.widny.org

VOLUNTEER OPPORTUNITIES

Want to get involved with WiD? We need volunteers to join several working committees. Network, build your skills, and get to know fellow WiD members while you work to advance our organization.

Please sign up in the members-only area of the WiD website, under the “Sign-up for a Committee” tab.

A MESSAGE FROM THE CAREER ADVANCEMENT COMMITTEE ...

Looking for professional guidance?

Get advice from a [senior career coach](#).

Planning your next career move?

Visit our [job bank](#).

Ready to share your expertise with other women?

Join our [volunteer career coach roster](#).

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