



# Unison Symposium 2022

In Support of Your Success

## Fundraising 101:

How Fundraising is an Integral Facet of Creating Community Impact

October 22, 2022



# Poll 1

How do you view fundraising? (choose one)

- a) A waste of time – we have more important things to focus on;
- b) A necessary evil that we need to endure; **or**
- a) An important facet of our Chorus's ability to create impact and change.



# Our Discussion Today

1. How a Culture of Philanthropy Empowers Meaningful Change
2. What Fundraising is and What's Involved
3. Where to Start
4. Questions and Dialogue





# How a Culture of Philanthropy Empowers Meaningful Change



# Values

**Trust**  
**Celebration**  
**SHOWCASE Fun**  
**Safe Spaces Excellence**  
**Queerness Human Rights**  
**VOICES PRIDE**  
**Support Confidence**  
**MUSIC**  
**PASSION Entertainment**  
**Creativity Belonging**  
**Support Visibility**  
**Community**



# Impact & Change



**Build  
Community**



**Music  
Showcase**



**Create  
Partnerships**



# Resources

## Physical

Venues  
Rehearsal Spaces

## Tech

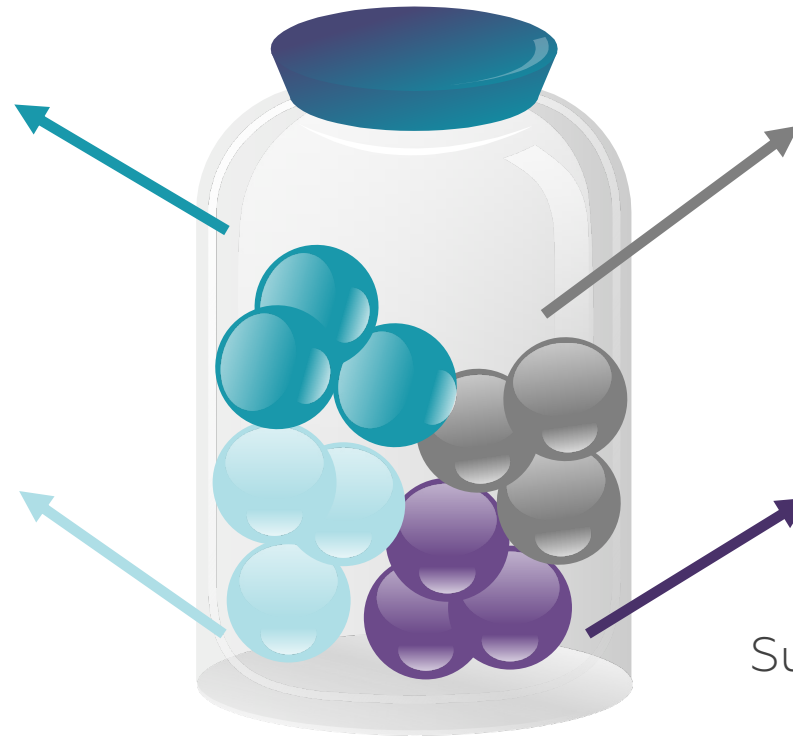
Audio Visual  
Sound Techs  
Virtual Support

## Production

Licensing  
Set Design  
Insurance

## People

Members  
Volunteers  
Subject Matter Experts



# Resources





# Empowering Community

1. Focus on your values and the impact and positive change your chorus has in the community.
2. Understand your value proposition, so your values will not be compromised.
3. Share it, so people and businesses can invest in the future you create together.





# What Fundraising is and What's Involved



# Fundraising

## Sponsorship

- Business marketing exchange
- No tax receipt
- Unrestricted revenue

## Annual Giving

- Event based, direct mail, email, phone
- Eligible for tax receipt
- Can be restricted or unrestricted

## Grants

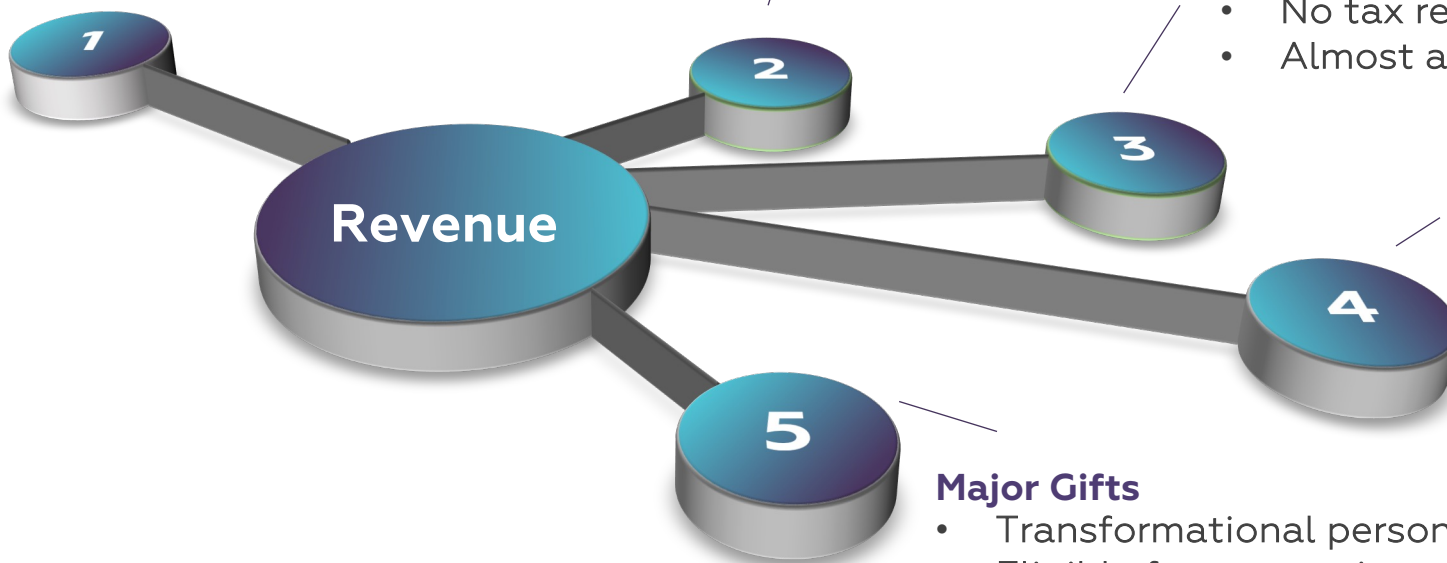
- Project based investment
- No tax receipt (typically)
- Almost always restricted

## Estate

- Bequests, estate planning
- Eligible for tax receipt
- Can be either restricted or unrestricted

## Major Gifts

- Transformational personal solicitation
- Eligible for tax receipt
- Almost always restricted



# Charitable Status

## Potential Charitable Alignment

Understanding charitable purpose within established categories

## Chorus Context / Atmosphere

Establishing support and buy-in (internal / external)

## Organizational Preparedness

Governance, operational, and human resources

## Lens of Practical Application

How to get there and what to expect

## Charities Directorate

- Charitable purpose
- Means to provide benefit
- Eligibility of beneficiaries





# Where to Start



# Sponsorship

## Definitions:

1. **Sponsorship** – cash or in-kind fee paid for promotional and business potential.
2. **Benefits/Assets or Property** – something you own that has worth to a sponsor. These items make up your inventory
3. **Activation** - investment a sponsor makes in a property that further promotes sponsorship and drives additional business.
4. **Bundling** – combining several assets together to form a package.
5. **Prospect** – a potential sponsor who has interest in cause / benefit.



# Common Pitfalls

Focus on our needs and not the sponsor

- we need prizing
- \$5,000

Offer the same four benefits and over value them

- logo on website/logo event materials  
/logo on sign/logo in annual report

Equal value does not mean equal benefits





# Common Pitfalls

## Don't make a business case

- Impossible to sell internally
- Hard to read as there is not enough information
- Poorly structured proposals

## Making the sponsor do all the work

- Digging for relevance
- Determine how to leverage





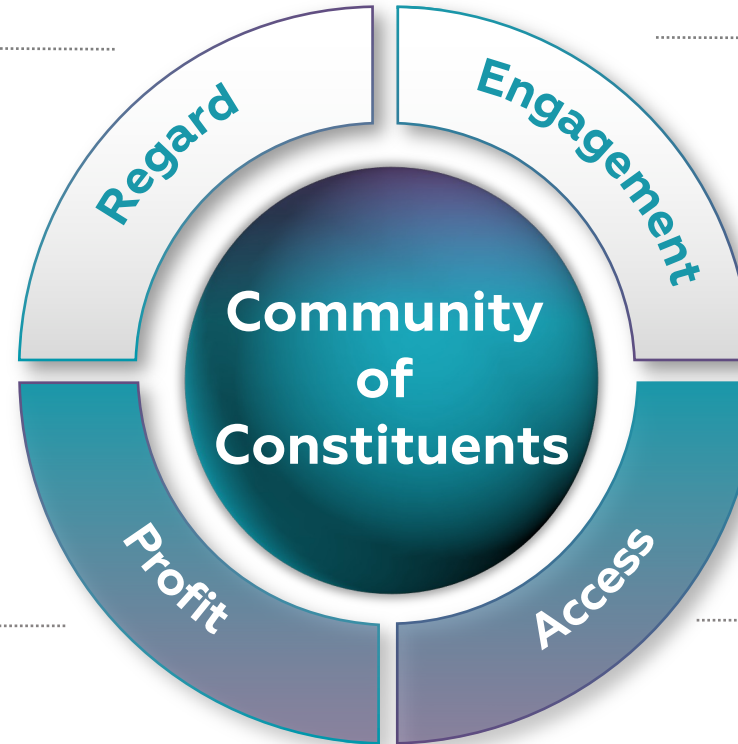
# What Businesses Measure

## Market Position

Brand  
Company Values  
Profile / Regard  
Products / Services

## Growth

Shareholder Value  
Reinvestment  
Product / Service Expansion  
Compensation Structure



## Retention

Employees  
Clients  
Shareholder Interests  
Community Needs  
Government Approval

## Acquisition

New Hires  
Investors  
New Markets  
Market Penetration



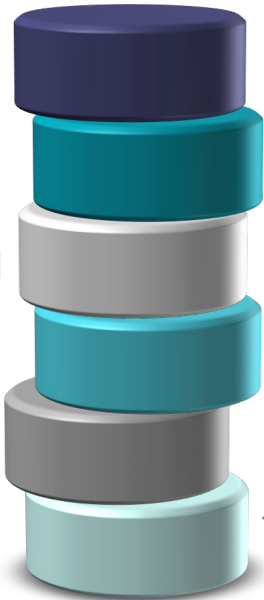
# Corporate Screen

Does it **Match?**

Does this partnership  
create operational  
efficiency?

The Corporation's  
reputation and regard

Connection to the  
chorus's goals



Is the revenue from this  
partnership sustainable?

Value and benefit of  
products / services offered

Connection to community  
goals

## Areas of Influence

Attitudes

Behaviour

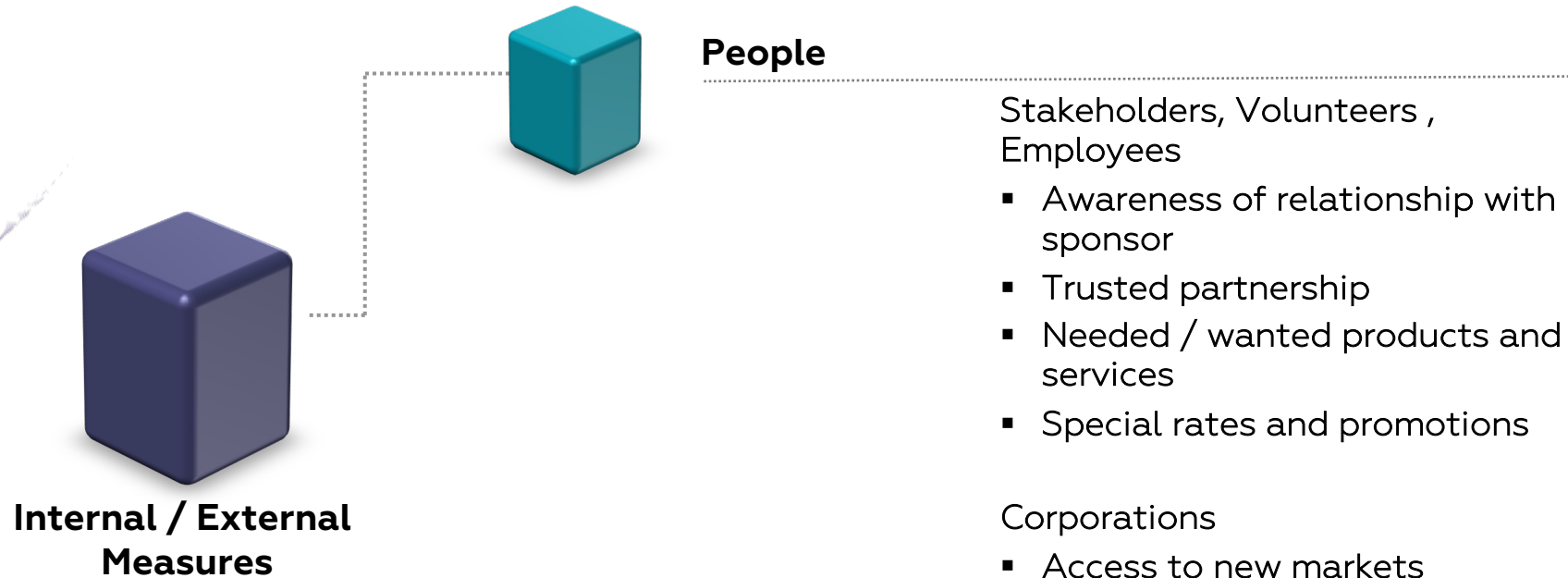
Communication

Cost effectiveness



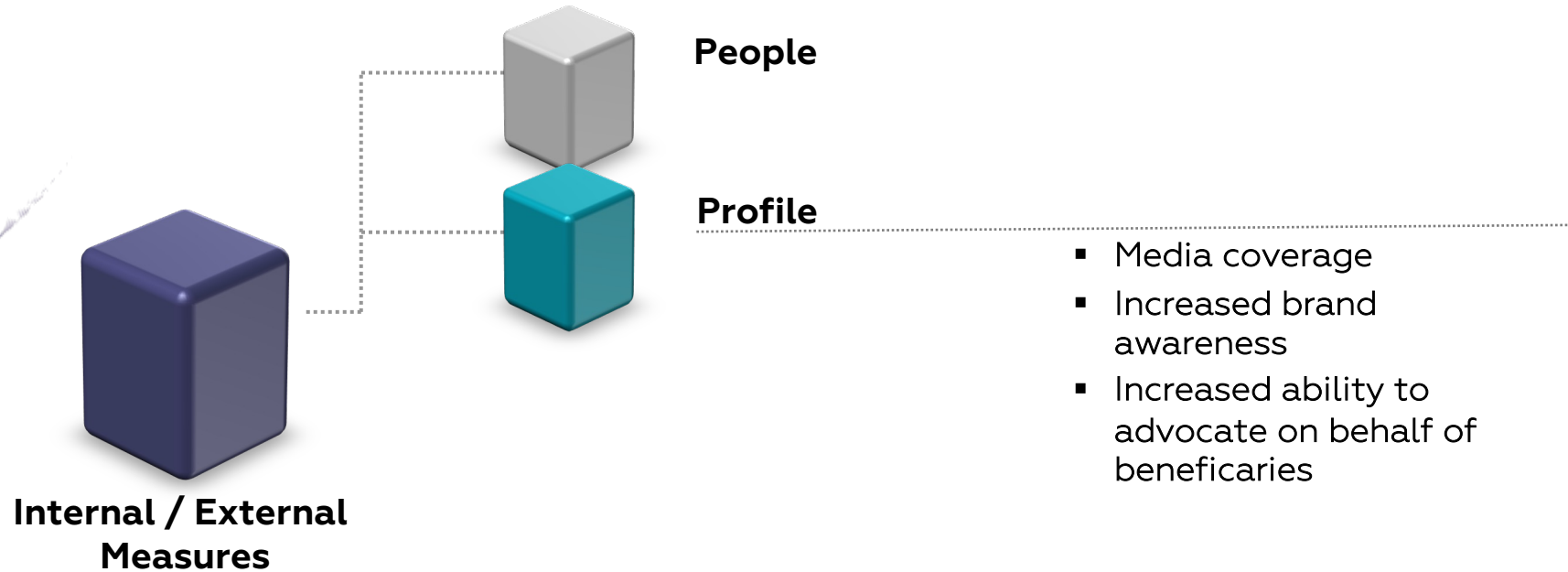
# What We Measure

## Balanced Scorecard Approach



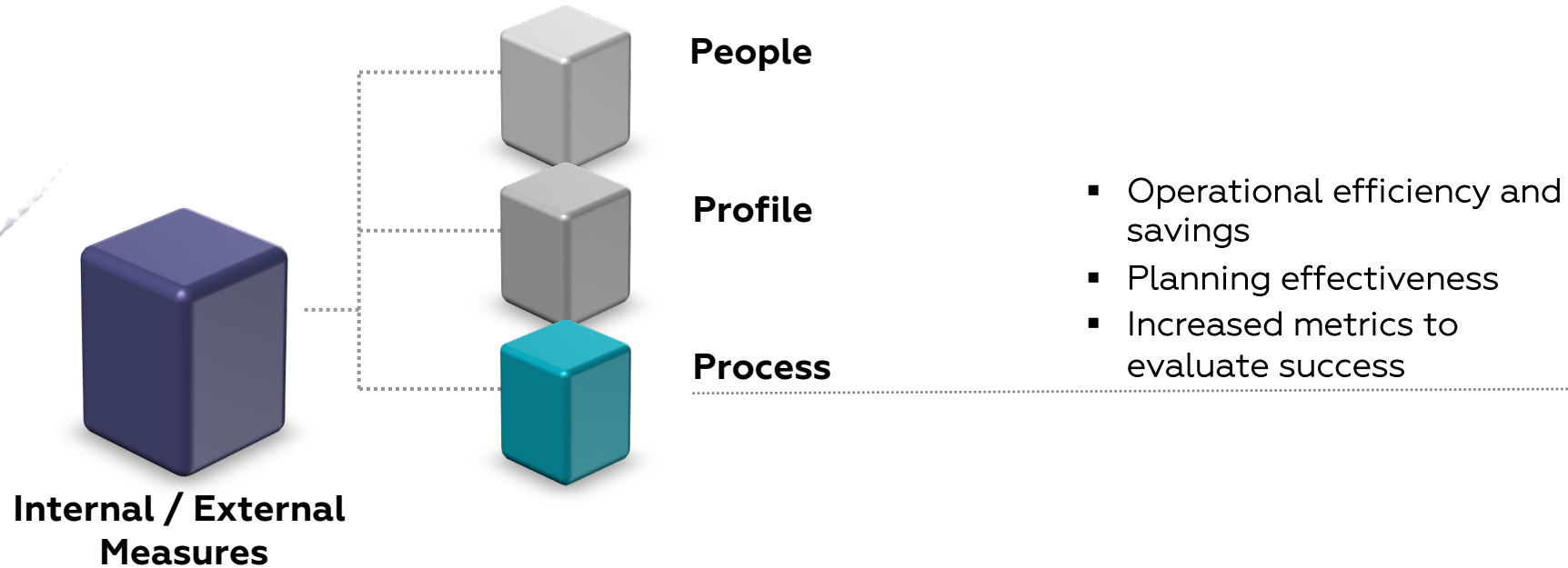
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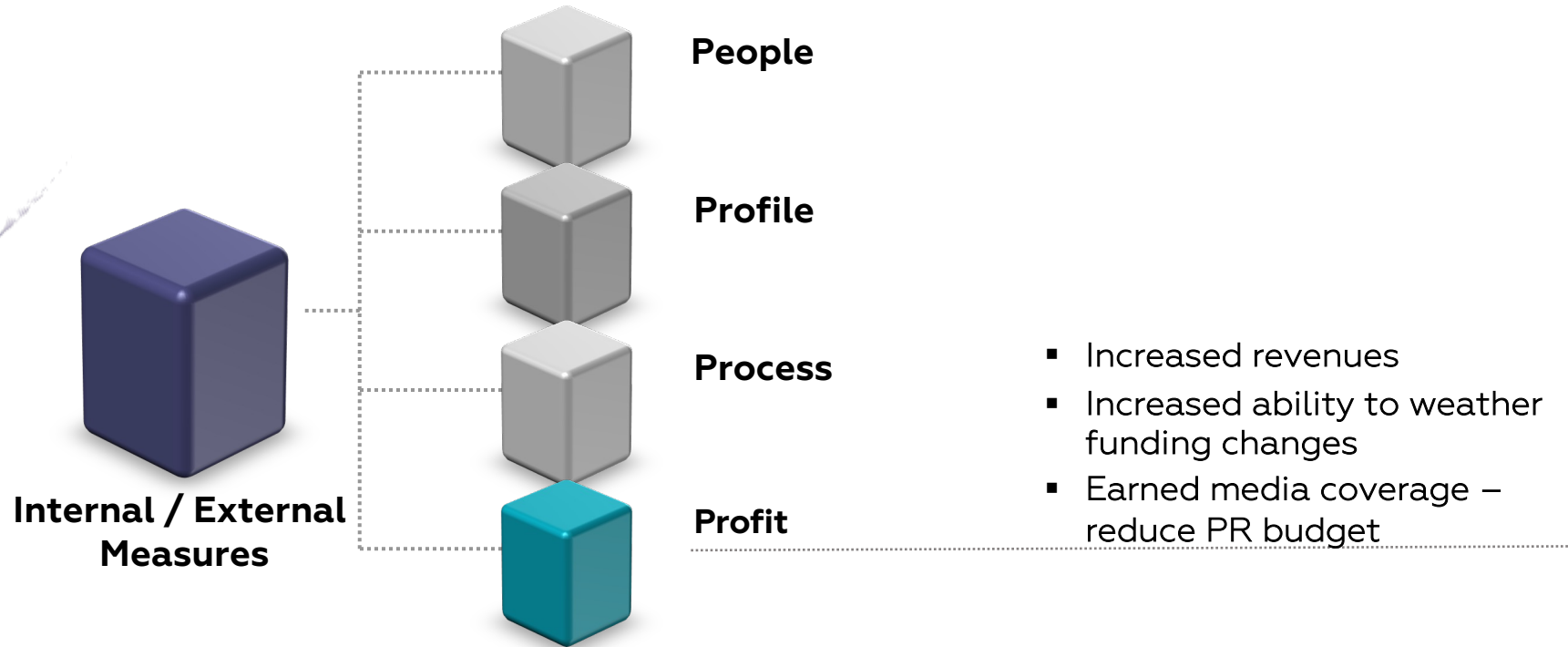
# What We Measure

## Balanced Scorecard Approach



# What We Measure

## Balanced Scorecard Approach



# What Can Be Sponsored

Event

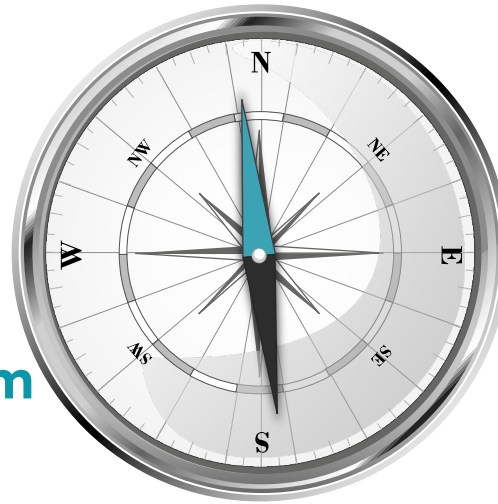
Activity

Person

Product / Program

Cause

Organization



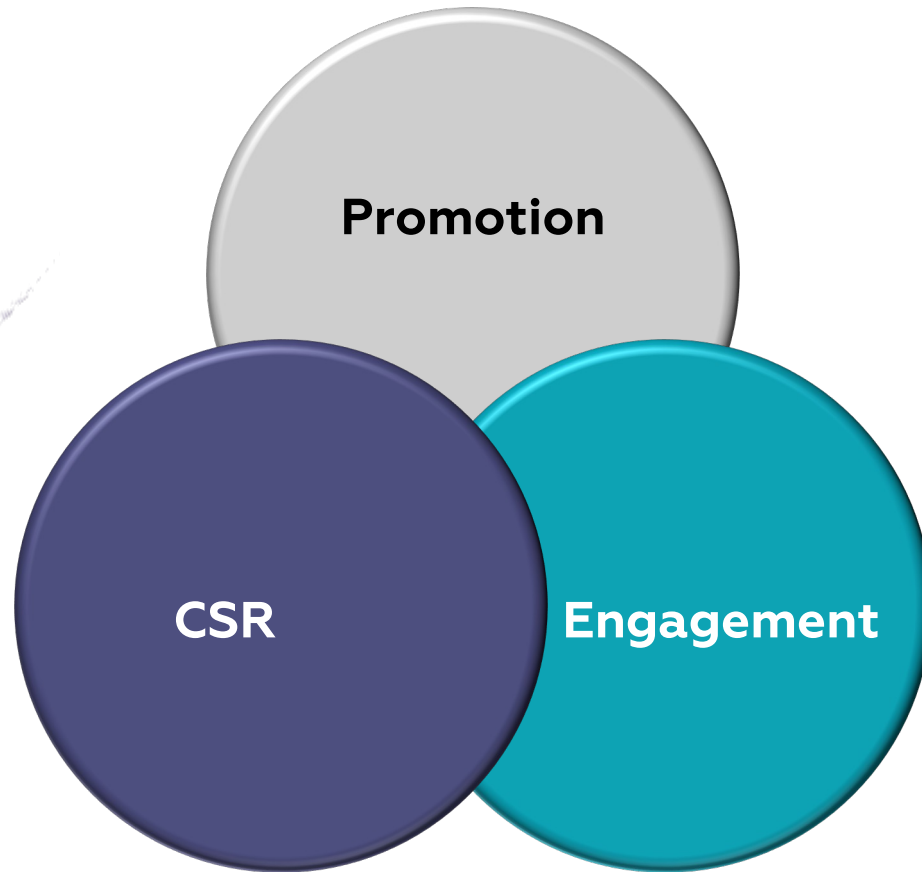
## Why Sponsor?

1. Awareness – brand awareness
2. Affinity – encourage dialogue and engagement with existing and prospective customers
3. Action – leads to an increase in revenue





# Developing Proposals



## Submit fewer, better proposals

Targeted to sponsor needs

Highly customized

Multi-year and multi-offers





# Additional Resources

## Sponsorship:

1. Corporate Screen Checklist
2. Assets Checklist
3. Proposal Checklist
4. Pitch Checklist



# Questions?

