



# COUNTY 4-H ENDOWMENT CAMPAIGN

**SOLICITATION**

## IDEAS AND GUIDELINES FOR FUNDRAISING STRATEGIES

### Face-to-Face Solicitation

The most effective fundraising strategy is one-on-one, face-to-face solicitation. This strategy is best used with prospects who have capacity to make gifts of \$1,000 or greater.

- Host a campaign leadership dinner or luncheon with those potential donors you have identified as having capacity to make a gift of \$1,000 or greater. Share the vision for the county 4-H endowment. Share what key leaders in the county have done. If your county 4-H council has made a leadership gift, use this event to encourage individuals to match the council's gift which in turn will be doubled by the Michigan 4-H Foundation's match.
- Identify key or your top endowment prospects and assign a solicitor that has influence with that prospect to ask them for a major campaign gift.
- The Michigan 4-H Foundation can provide assistance with a major donor event by helping with event invitations, prospect profiling, and other assistance as needed.

### Direct Mail Solicitation

The Michigan 4-H Foundation can manage your direct mail campaign provided a viable prospect list with addresses is provided.

#### The county campaign committee will need to:

- Provide the foundation with a solicitation list that includes names and addresses. This list can be pulled from your 4-H ACCESS volunteer and family enrollment lists and other documented friends of your county's 4-H programs.
- Identify who will be the voice of your campaign. Who will sign your solicit letters for the campaign? Consider using 4-H'ers from the county, your county campaign chair or leadership, or notable 4-H alumni whose name everyone receiving the letter is likely to know.

#### The Michigan 4-H Foundation can:

- Craft a campaign solicitation letter for review and approval by the county campaign committee.

- Run the mailing list through the U.S. Postal Service NCOA (National Change of Address) registry to provide updated and accurate addresses.
- Prepare and mail the campaign solicitation to include pledge form and response envelope.
- Tax receipt, post and deposit all gifts to the county endowment fund.
- Provide donor lists and addresses for county-directed stewardship.

### Online Solicitation

A great way to engage 4-H members in the endowment campaign is to give them responsibility for the online strategy to grow your county endowment. Some ideas for online fundraising and promotion include:

- Email your 4-H volunteers, 4-H families and friends of 4-H asking them to help Make the Match by donating online at [www.mi4hfdtn.org/countymatch](http://www.mi4hfdtn.org/countymatch).
- Announce the campaign on your website. Use one of the provided ads and link to the online donation form at [www.mi4hfdtn.org/countymatch](http://www.mi4hfdtn.org/countymatch).)
- Post social media (Facebook, Twitter, etc.) updates and/or provided ads as an image and link to the online donation form. Be sure to ask your followers to share your posts!  
Some examples include:

- Do you love \_\_\_\_\_ County 4-H? Follow this link and help \_\_\_\_\_ County by making a gift to support our endowment.
- Show your support of 4-H by donating to \_\_\_\_\_ County program!
- Like \_\_\_\_\_ County 4-H? Show your support by helping Make the Match for the \_\_\_\_\_ County 4-H Endowment! Make the match now at [www.mi4hfdtn.org/countymatch](http://www.mi4hfdtn.org/countymatch)!
- Help Make the Match for \_\_\_\_\_ County 4-H! Make your donation by \_\_\_\_\_ (date) at [www.mi4hfdtn.org/countymatch](http://www.mi4hfdtn.org/countymatch).
- We need YOU to help Make the Match for \_\_\_\_\_ County 4-H! We're at \_\_\_% of goal, show your support by donating NOW at [www.mi4hfdtn.org/countymatch](http://www.mi4hfdtn.org/countymatch)!



# COUNTY 4-H ENDOWMENT CAMPAIGN

**SOLICITATION**

## **Planned Gift Solicitation**

Major growth in endowments comes from people making legacy commitments to grow your county endowment fund. Please consider ways to include a planned giving strategy to continue to grow your endowed fund after the match campaign by reminding those closest to your 4-H program that they can remember your county 4-H program in their will or estate planning. The Michigan 4-H Foundation can provide tools to help you share information about planned giving with your county 4-H family.

## **A Gift of Grain to Grow the County 4-H Endowment**

Farm families can make a gift of product to grow your county endowment fund. A contribution of bushels of grain can translate into a very generous gift to grow your endowed fund and can provide certain tax advantages to the donor. It is important though that the donor consult with the Michigan 4-H Foundation before instituting such a gift.

## **General Guidelines:**

- All gifts to grow a county endowed fund must be made payable to the Michigan 4-H Foundation in order to qualify for the match.
- The Michigan 4-H Foundation will match gifts to the endowment as long as 50% of the requested match is for gifts and donations from individuals.
- Note that all donors to the Michigan 4-H Foundation are recognized in the foundation's annual report and Clover Citation donor stewardship programs for their respective giving levels. Donors whose giving exceeds \$10,000 can also qualify for donor recognition by Michigan State University.

*The Michigan 4-H Foundation is licensed to solicit charitable gifts by the state of Michigan (MICS 2751).*



# COUNTY 4-H ENDOWMENT CAMPAIGN

**STEWARDSHIP**

## IDEAS FOR COUNTY-MANAGED DONOR STEWARDSHIP

### **Build Relationships**

When someone donates to a county 4-H program, county and foundation staff members must work together to ensure that the relationship with the donor is a long, worthwhile one. In addition to the Michigan 4-H Foundation's donor acknowledgement and recognition, a thank-you from the county can mean a lot to a donor.

Gifts to the Michigan 4-H Foundation to support county 4-H programs can and should be acknowledged and stewarded by the county in the following ways:

### **Say Thank You!**

Write a personal thank you letter or have a volunteer or a young person who will benefit from the gift write a letter of thanks. This could be a good task for county 4-H youth ambassadors.

Invite donors to county 4-H events where donors can see their dollars at work. Remember to include county donors to the foundation in your invitation lists for award banquets, youth achievement events and other events where they can meet 4-H'ers and get to know how their gifts are making a difference in their community.

Consider inviting donors to give more than their dollars. Invite them to provide expertise to a 4-H group, to be guest speakers, to serve on your county 4-H council, to become 4-H volunteers or to serve in other ways appropriate to their talents and your needs.

### **Ask Again, and Again!**

Counties should develop plans for annual solicitation of gifts to support local programs. This allows you to set and reach both donor and income goals over time.

Use your annual volunteer and member orientation as an opportunity to encourage private gifts to support 4-H. Introduce volunteers and 4-H youth families to the Michigan 4-H Foundation and the opportunity to provide private support to benefit your local 4-H program.

### **Think Long-term!**

Be mindful of 4-H volunteers whose commitment to youth may extend to including 4-H in their estate plans. Work with foundation staff members to create a communication plan that can begin that process.

### **Be Aware of Giving Options!**

If you have volunteers who work for companies that have employee matching gift programs, remind them to use these programs to enhance their gifts to support 4-H. Most major corporations match their employees' support for significant non-profit organizations in education, youth development and the arts. Gifts to the Michigan 4-H Foundation qualify for many employee matching gift programs.

Donors can make gifts using an automatic bank transfer or using a Visa or Mastercard credit or debit card.

The foundation offers ways for people to make a gift in memory of or in tribute to special people that can support county and state 4-H programs. This is a great way to honor 4-H volunteers, alumni and supporters.

The Michigan 4-H Foundation can receive gifts of property, stock, life insurance proceeds and other annuities to support county and state 4-H programs.

### **Recognize Donor Support!**

If a gift from a donor is providing support for a specific program in your county, be sure to acknowledge that donor's support in that program's promotional materials, on the event programs and in your media releases regarding the program. This is particularly important if your donor is a corporation or business.

Be sure to share all of the ways you've recognized a donor in print, with the donor by sending them copies of the recognition.

Consider adding annual donor recognition to your county youth and volunteer recognition events. This provides an easy opportunity for your 4-H community to meet and say thank you to donors who are supporting county 4-H programs.