



BFSTL Membership

January 14, 2020

5:30-7:00pm

blackfundersstl.com | blackfundersstl@gmail.com

Agenda

- | | |
|---|----------------|
| 1. Introductions | 10 mins |
| 2. Committee Updates: | 50 mins |
| Compliance | 10 mins |
| Balance | |
| Membership Dues | |
| Grants | 15 mins |
| 2021 Funding Priority | |
| 2019 Grant Report | |
| Membership | 25 mins |
| 2021 Goals | |
| Engagement | |
| Time & Talent | |
| 3. Other Business | 30 mins |
| Update from Executive Working Group | |
| STL Give Day May 6, 2021 | |
| Professional Development/Training Opportunities | |
| Next Membership Meetings: | |
| April 15th, Sept 23rd & Nov 18th | |



BLACK FUNDERS

of St. Louis

1.

Introductions

2.

Committee Updates

Compliance



- Grant Balance as of January 4, 2021
 - \$23,246.49

- Bank Balance as of December 31, 2020
 - \$3,176.93

Compliance



- Membership Dues
 - Initial membership Dues can be paid anytime during the year
 - Your membership dues renewal date is your anniversary month of when you first became a member

Compliance



■ Membership Dues

- In addition to full payment by check or PayPal, individuals are eligible to make split payments to BFSTL via PayPal
- Split payments will require \$150 as the initial payment and the remaining \$150 due within the same quarter of the initial payment
- Split payments will only be accepted if the full \$300.00 is paid within the same quarter
- If the full \$300 is not paid within a specified quarter than the initial payment of \$150 will be considered a donation
- Dues paid via PayPal will not received a donation letter for tax purposes. Only checks made payable to Deaconess will receive a donation letter for tax purposes
- Payments made by check should include BFSTL in the memo line.

**2021 Black History
Month Grant
Recommendations**

2020 Black Philanthropy Month Grant Cycle Change

- Timing of Black Philanthropy Month Grant Cycle, and the upcoming 2020 election cycle, necessitated a change in the grants selection process.
- Instead of a public call for proposals, the Black Funders held a private, invitation-only grant cycle.
- Organizations invited had a known history of participating in civic engagement activities.

2021 Funding Priorities

- Funding Priority: Capacity building for organizations engaged in civic engagement will be continued.
- Civic engagement is defined as, but not limited to:
 - Short-term voter engagement/turnout events
 - Voter registration activities and support
 - Ongoing civic education and/or action
 - Educating public on:
 - Roles and responsibilities of public officials
 - Roles and responsibilities of citizens

2021 Funding Priorities

- This will be an open call
- Organizational Type
 - Black-led non-profits with budget \$100,000 and below
- Number of Awards
 - Up to 2 grants awarded
- Award Amount
 - \$3,000

2019 Final Grant Reports

2019

Grant Recipients Final Reports

- A Red Circle, \$2,000, North County Agricultural Education Center
- Family Resources and Community Connections, Inc., \$2,000, Capacity Building Consultant
- The National Coalition of 100 Black Women, Inc. – Metropolitan St. Louis Chapter, \$2,000, Strategic Planning

Membership Goals



2021 Goals:

- Yearly Recruitment: 10 New members
 - Each member to recruit 1 member
- Membership Retention: 90%+ retention rate
- New Revenue: \$3,000 (dues related new members)
- Fundraising Goal: TBD

Engagement *(Recruitment & Retention)*



Grantee Spotlights (Social Media Testimonial Campaigns)

- When: BHM (Feb) & BPM (August)
 - Spotlight 1 Grantee per week
 - Showcase Grantee photo & quote, or video blurb on BFSTL grant impact
 - Calls to action: Join BFSTL; Donate to BFSTL
 - Non-Profit Calls to action: Apply for Grant Today
- Example: [West End Plan Neighbor Spotlight](#)

Engagement *(Recruitment & Retention)*



Virtual Events

- **Virtual Trivia Night (Recruitment & Retention)**
 - Black History Month Trivia Night
 - Kahoot Game or Family Feud style
 - Include BFSTL Highlights, Grantee testimonials, and/or embed BFSTL-related Trivia questions

- **Virtual Happy Hours (Retention)**
 - 2x a year
 - Members only
 - Include “Get to Know BFSTL Members” game

Engagement *(Recruitment & Retention)*



Fundraising Campaigns

- **BFSTL T-shirt/Button Day (3-4 times a year)**
 - Members to promote t-shirt sales by:
 - 1) Purchasing BFSTL t-shirt
 - 2) Wearing BFSTL t-shirt & button on designated days
 - 3) Posting picture wearing BFSTL t-shirt/button
 - 4) Using Designated Hashtag (TBD)
 - Launch BFSTL T-Shirt Day on April 25 (BFSTL Anniversary)

Engagement *(Recruitment & Retention)*



Fundraising Campaigns

- **End of year Online Silent Auction**
 - Week long (or month long) campaign
 - Featured auctioned item each day or week
 - Promote BFSTL using Grantee spotlights: "what your dollars/donations will go towards"
 - Use a social media hashtag to promote silent auction
 - Member incentive to share/promote

Time and Talent



Quarterly Webinars

- Dates: **March, June, August (series), November**
 - Black Philanthropy Month webinar series to continue in 2021
- **Topics ideas:** leadership dvlpt, succession planning, marketing & communications, social media strategy dvlpt, board dvlpt, volunteer mgmt, financial mgmt & oversight, HR, organizational communication
- **Social Media Advertisement** to launch at least 1 month prior to webinar date

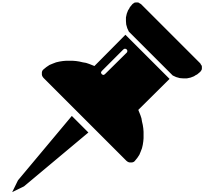
Time and Talent



Time & Talent Program

- **Goal: Match 5 Grantees with Individual Talent**
 - **All** existing members to receive link and complete form by **Jan. 31**
 - All former Grantees to receive link & encouraged to complete by **Jan. 31**
 - T&T Leads to make follow-up contact by mid-February
 - Make connections by end of February
- New members to receive T&T Intake Form link in Welcome Email
- New grantees to receive T&T non-profit form link in Grant Award Email

Time and Talent



Time & Talent Program

- **Goal: Match 5 Grantees with Individual Talent**
 - Quarterly check-in with grantees to assess ongoing needs
 - Keep membership informed of grantee needs/grants via email & during quarterly membership meetings
 - Utilize webinars as opportunity for Members to present on areas of expertise

Calendar of Activities



2021 Membership Activities Calendar (*Proposed*)

Activities	Q1			Q2			Q3			Q4		
	<i>Jan.</i>	<i>Feb.</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Sept.</i>	<i>Oct.</i>	<i>Nov</i>	<i>Dec.</i>
General Membership Meeting	Jan. 14			April 15					Sept. 23		Nov. 18	
Grants		BHM Grant Cycle						BPM Grant Cycle				
Time & Talent		T&T Matches	Q1 Webinar			Q2 Webinar		Philanthropy Month Series			Q4 Webinar	
Engagement Events		BHM Trivia Night			Virtual Happy Hour 4/25							
Fundraisers				T-Shirt Day/Week 4/25			T-Shirt Day			T-Shirt Day		Silent Auction
Committee Mtgs	Jan. 6	Feb. 18	Mar. 18	Apr. 8	May. 20	Jun. 17	Jul. 15	Aug. 19	Sept. 16	Oct. 14	Nov. 11	Dec. 9

3.

**Other
Business**

Other Business



- **Update from Executive Working Group**
- **STL Give Day May 6, 2021**
- **Professional Development/Training Opportunities**

2021 BFSTL Membership Meeting Dates @5:30 (Virtual)

April 15, 2021

September 23, 2021

November 18, 2021

Thanks!

Any questions?

You can find us at:

blackfundersstl@gmail.com

