

How to make the most of your fiscal sponsorship: grants, foundations, philanthropy and marketing



Presented by

Dawn Duncan, President, The Grant Connection

Linda Conway, Executive Director, NENPA

Tara Cleary, Social Media Marketing Manager, NENPA

How to make the most of your fiscal sponsorship

What is the Local Community News Fund of New England?

- The Local Community News Fund of New England, created by the New England Press Association Scholarship Fund, Inc., helps you raise funds to pay for essential local journalism.
- How It Works: Local news organizations receive customized campaign portals to accept tax-deductible donations from individuals, businesses, community foundations, philanthropists, and more to fund local reporting and coverage.
- NENPA's New England Press Association Scholarship Fund, Inc., a 501(c)(3) charitable trust, acts as the fiscal sponsor and administrator of the Local Community News Fund of New England.
- The Fund's non-profit status enables donors to make tax-deductible donations to the LCNF, a significant benefit for for-profit media that cannot provide this directly.



**Local Community
News Fund
of New England**

**JOURNALISM
EDUCATION
FOUNDATION
of New England**

How to make the most of your fiscal sponsorship

What is Fiscal Sponsorship?

- Often used for one-time fundraising events to meet an urgent need, scholarship funds, and for projects that may eventually obtain 501c3 status
- A process for community benefit projects to be launched without having to obtain a separate 501c3 status
- An existing 501c3, sponsors the project/s, usually for a small administrative fee as long as the project is in line with the mission of the 501c3



How to make the most of your fiscal sponsorship

How Can Fiscal Sponsorship Be Used?

- Raise funds
- Establish community benefit programs
- Strengthen public relations and community goodwill
- Address issues in your community



Jamestown Community Farm still hums along

While summer on Conanicut Island provides plenty of possibilities to play, the Jamestown Community Farm offers the opportunity for visitors to work toward a better world.

Located at the corner of Eldred Avenue and East Shore Road, the farm was founded in 2000 in response to an idea that there is both individual and community value in helping neighbors in need — and one of the most fundamental needs is good food.

Credit The Jamestown Press

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Strategies to Make Your Campaign A Success

- Be Clear About Your Goals
- Be Sure that they align with the work of the 501c3
- Explain how the campaign is a natural fit or outgrowth of your typical daily work
- Set Up Clear Expectations about how the fund will be managed – i.e. agreed upon admin. fee, the process for acquisition and distribution of funds, the process for reporting use of funds



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Philanthropy and grants as part of your fundraising strategy

- Philanthropy is a general term for giving funds to the community and includes grants but also includes lots of other giving strategies such as individual donations, special events, major gifts, and other gifts. The largest percentage of philanthropy is individual gifts – this is typically the best way to start a campaign – to seek some individual donors.
- Grants are gifts of money that do not have to be paid back and are usually made by private foundations, corporate foundations, and government agencies



Community
Giving



How to make the most of your fiscal sponsorship

Foundations as part of your fundraising strategy

- Foundations are private nonprofit organizations that typically support public charities, 501c3 nonprofit organizations. Foundations include many types. Some common ones are:
 - Community Foundations
 - Corporate Foundations
 - Bank Foundations
 - Family Foundations
 - Issue Specific Foundations



How to make the most of your fiscal sponsorship

How Do You Find Opportunities?

- Foundation Center
- General Internet Search
- Companies that you are connected to
- Wealthy individuals often establish foundations for causes they are interested in

Google News Initiative



facebook
Journalism
Project



JOURNALISM / PRESS RELEASE

Knight Foundation focuses on building the future of local news in \$300 million, five-yea...



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How Do You Approach Them?

- Contacts you may have
- Review guidelines to see if they accept applications
- Send general letter letting them know about your work
- How to market your campaign



How to make the most of your fiscal sponsorship

Marketing Your Campaign For Individual Donations

- Using your newspaper and website to market your campaign is just the beginning
- You should have a true connection with the community or begin building one
 - Having a genuine story of why you are fundraising and what the funds will be used for is important
 - *“Connect with people on a 1-1 level, not just an institution talking.”* - Robert Berczuk, Publisher The Jamestown Press
- Having a generous community helps
 - Assess this by participation by the community in events, with nonprofits and volunteering



Press starts voluntary subscription campaign

The Jamestown Press has launched a voluntary subscription fundraiser to help it continue publishing during the coronavirus pandemic.

The newspaper has seen its revenue shrink dramatically during the outbreak because it relies solely on advertising money for operation. With many other businesses adversely affected, the ability for them to advertise has disappeared in some cases, according to Robert Berczuk, the paper's publisher.

"We are truly thankful to the businesses that have been able to maintain their advertising with us, and empathize with those also going through financial struggles," he said. "Everyone here loves serving this community and wants to

INSIDE: How we got here, and how you can help, **See Pgs. 4-5**

continue to do so well into the future. Any contributions by our readers that can be made will be greatly appreciated and allow us to fulfill that responsibility."

The campaign is being administered by the New England Newspaper & Press Association, which has established a 501(c)(3) for its members to raise money through tax-deductible donations. In order to support local businesses, the Press will give a \$20 chamber check for every \$100 donated.

"It's our way of paying it forward and helping our fellow businesses while also saying thank-you to the donor," Berczuk said.

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The Jamestown Press Success Story

They have raised over \$17,000 since July 16!

- What does their community profile look like?
- What is their circulation and news coverage model?
- How did they market their fundraiser in print and online?
- Chamber Bucks* incentive to promote local businesses.
*Check state and local laws and regulations if partnering with another entity



Support the work of The Jamestown Press with a tax-deductible donation!

Donor Name: _____

Address: _____

Email Address: _____

Donation Amount:
\$25 _____ \$50 _____ \$100 _____ \$250 _____ Other _____

Payment Method: Please make your check or money order payable to:
Local Community News Fund of New England
and mail with this form to:
Local Community News Fund of NE
P.O. Box 2505
Woburn, MA 01888

If you're using a credit card to make your donation:
Credit Card Number: _____
Expiration Date: _____ CVV (card verification value): _____
Card holder's name: _____
Signature: _____

Can we publish your name as a donor? Yes _____ No _____

Add your support message for The Jamestown Press: _____

Local Community News Fund of New England
JOURNALISM EDUCATION FOUNDATION
of New England

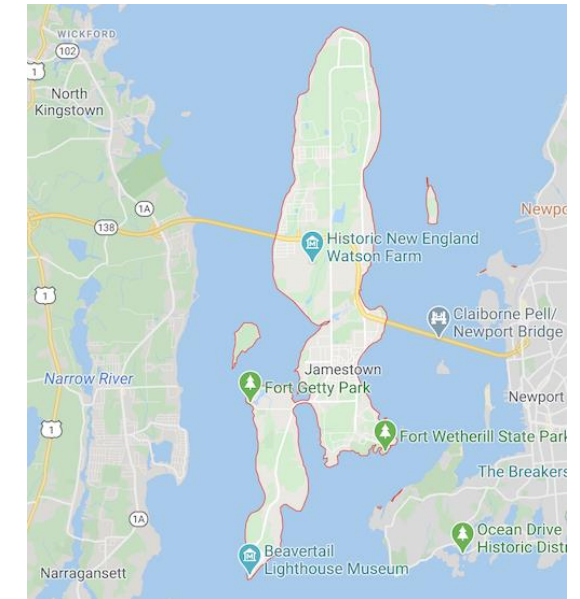
Thank you for your contribution.

- 126 donations, with more than 60% received by check in the mail

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The Jamestown Press – Community Profile

- Jamestown is a town in Newport County, RI, situated almost entirely on Conanicut Island, and accessed by two bridges.
- 5,500 residents in summer, 4,500 in winter
- 3,400 postal addresses
- *“It is a generous community that has a connection with the paper. There’s a lot of support for community events. Support what’s here because it’s ours mentality.”* - Robert Berczuk, Publisher The Jamestown Press



How to make the most of your fiscal sponsorship

The Jamestown Press – Circulation & News Coverage Model

- A weekly newspaper, with free subscription model, mailed to every postal address
- Limited paid mail subscriptions
 - When Robert purchased the newspaper, he added full-color capability on every page
 - Did this by finding a new printer and reduced his printing costs
- They concentrate on writing about people, places, and events on the island
 - They don't cover anything else
 - This is the only place to get this news and readers don't expect other news
- They run a lot of photo essays
 - Photographer is out taking pictures of people, places, and events often
 - Published almost every week and draw high readership
- There is no bad ad position, advertisers see real results



Voluntary Subscription Drive


We are your source for community news!

THE JAMESTOWN PRESS

The Jamestown Press is delivered free-of-charge to every postal address on the island. We always have relied on advertising revenue. Unfortunately, businesses are struggling and have had to put their advertising on hold during the coronavirus pandemic, and that loss of advertising revenue has made it difficult to continue business as usual.

Together, we can make it through this. Thank you Jamestown for supporting your local newspaper. All donations to this fund are tax-deductible.

Your Tax-Deductible Donation will Help Support Your Community
For every \$100 tax-deductible donation to support The Jamestown Press, you will receive a \$20 Chamber Check.



Chamber Checks can be redeemed at member restaurants, shops, or for professional services and support local businesses.

Support the work of The Jamestown Press with a tax-deductible donation!
Donor Name: _____
Address: _____
Email Address: _____
Donation Amount: \$20 \$50 \$100 \$250 Other _____
Payment Method: Please make your check or money order payable to: Local Community News Fund of New England and mail with this form to: Local Community News Fund of NE, P.O. Box 2565, Woburn, MA 01888.
If you're using a credit card to make your donation: Credit Card Number: _____ CVV (card verification value): _____
Expiration Date: _____ Cardholder's name: _____ Signature: _____
Can we publish your name as a donor? Yes _____ No _____
Add your support message for The Jamestown Press: _____
Thank you for your contribution.

Make your tax-deductible donation online. Visit: www.givebutler.com/nenews/jamestownpress

New England Press Association Scholarship Fund, Inc., a 501(c)(3) non-profit organization, created the Local Community News Fund of New England to allow tax-deductible donations to support your local newspaper.

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The Jamestown Press – How Did They Market Their Fund?

- First-week launch
 - Genuine frontpage story
 - Editorial
 - Ad Page - Including mail-in donation form
 - Ad on the website homepage
- Second-week thank you ad
- Chamber Bucks promotion
 - Newspaper purchased local Chamber of Commerce Bucks that can be spent at local businesses
 - \$20 Chamber Bucks for every \$100 donated



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Q & A
and Group Discussion



Thank You for Joining Us!