

Thinking (WAY) Outside the Fund Development Box

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Annual Training 2023



Planting the Seeds

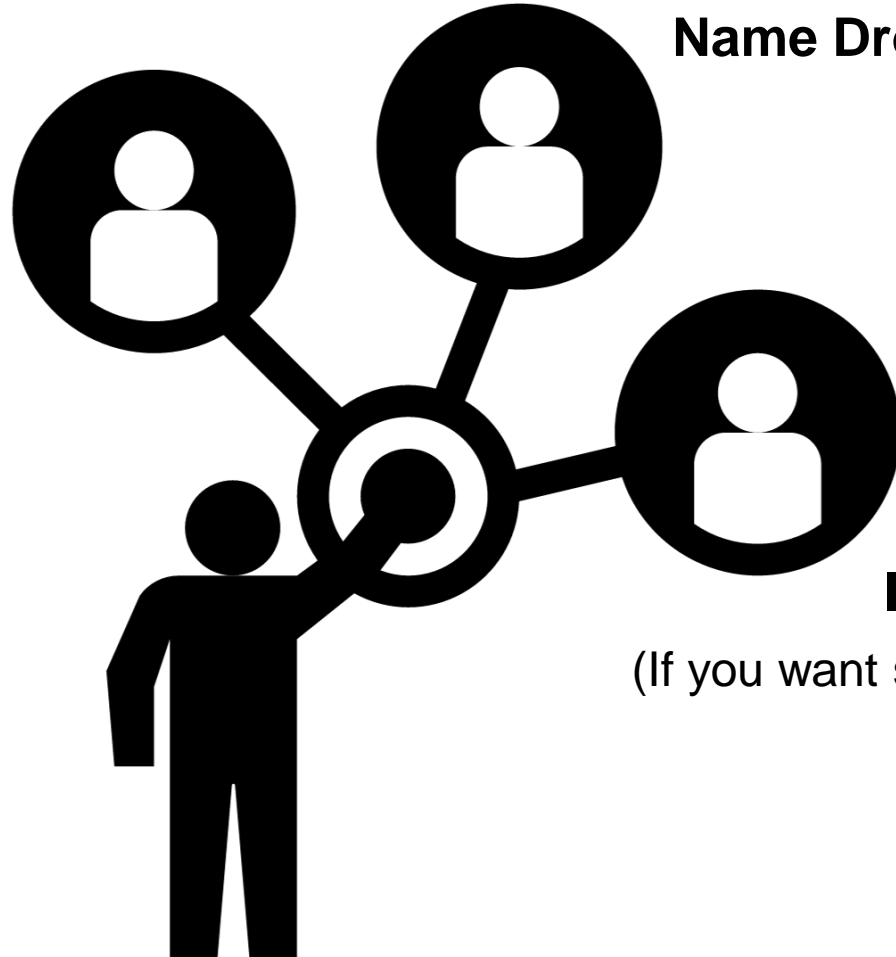
- **Plant the seeds when you attend community meetings and events. It is the first step in growing important relationships!**
- Directors and Board Members should represent Crime Stoppers whenever possible.
- These interactions don't always involve asking for money, but if you take the time to nurture connections, there is a good chance they will blossom into great funding opportunities later on!



Keys to Connecting

- **YOU** need to **MAKE connections happen!**

Who Knows Who?
(Networking Groups)



Name Drop

IYWSAFI

(If you want something, ask for it.)

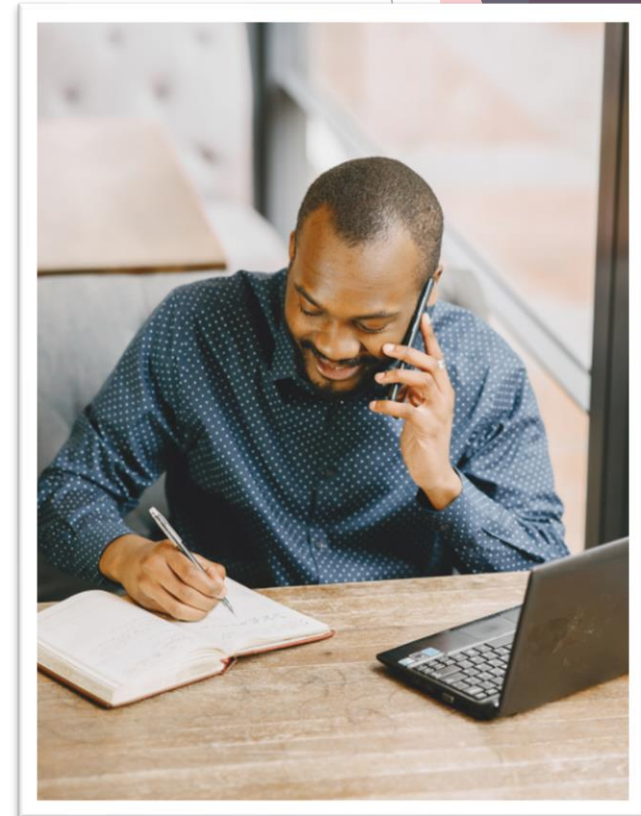
Following Up

- **The importance of following up (watering the seed)**



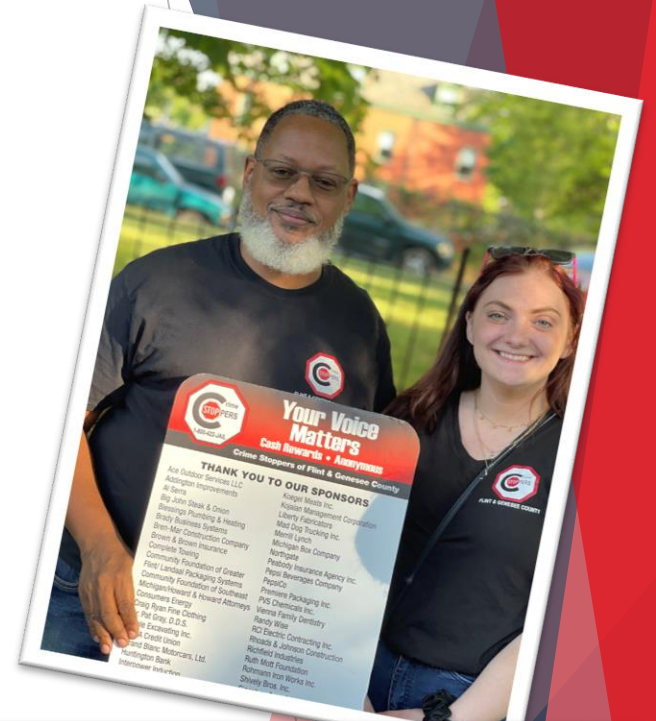
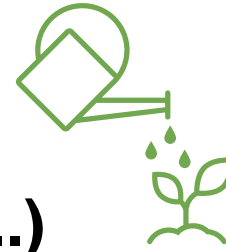
- **Making contact:**

- **Phone call:** be equipped with stats and a success story.
- **Email:** attach a letter with history, story, stats, achievements, testimonials, and a pledge form.
- **If sponsorship,** follow up with an acknowledgement detailing donation for tax records. Send a personal, handwritten thank you note.
- **If no sponsorship,** follow up with a phone call.



Highlighting Sponsors

- **What do you do for your sponsors in return?
(a little more watering..)**
- Create a thank you post on social media (tag sponsor if available)
- Display a thank you poster at events.
- If possible, highlight sponsors (especially those your organization has an established/collaborative relationship with) on billboards.
- Send an email blast with a success story, noting that their contribution has helped make a positive difference.
- “Follow/Like/Share” their social media posts when relevant to Crime Stoppers, safety, and/or community engagement.







CRIME STOPPERS

OF FLINT & GENESEE COUNTY



THANK YOU TO OUR SPONSORS!



Count on Us®













































































Importance of Growth & Maintenance

- Once a connection has grown, keep it alive!



YOU can make a difference!

Crime Stoppers of Flint & Genesee County needs your help!

Donate today to help solve and prevent crime!

Crime Stoppers of Flint & Genesee County is a 501(c)(3), non-profit organization.

The mission of Crime Stoppers is to partner with the community, law enforcement, and the media to help solve and prevent crime. It is an avenue for citizens to provide information to law enforcement anonymously.

- Suggestions on how to work at those relationships...



Q & A

THANK YOU

Visit us online and get in touch!

