



## **Welcome to the Challenge Grant Toolkit** *Helping Nonprofits Build Long-Term Sustainability*

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## A LETTER FROM EXECUTIVE DIRECTOR MARY LOU MAKEPEACE ON MATCHING GRANTS

There is a famous Chinese proverb about the value of teaching someone a skill that is easily transferable to many situations: “Give a man a fish; you have fed him for today. Teach a man to fish; and you have fed him for a lifetime.” This saying is popular because there is a great amount of truth behind it. In the world of nonprofit grantmaking, it is a cornerstone philosophy behind matching or challenge grants.

By giving a nonprofit grantee a direct grant, the organization is supported for a single day, event, or grant period. But giving the grantee the tools it needs to continually “fish” for new and increased donations and contributions greatly strengthens that organization’s sustainability for the lifetime of the organization.

We at the Gay & Lesbian Fund for Colorado consider ourselves a partner of our grantees. Rather than being a foundation that only gives money, we try to help our grantees find strategic ways of leveraging and expanding their resources to the greatest degree possible. Challenge grants provide both an incentive and a reward for successful donor development, and we hope nonprofits will be driven by those incentives and reap their associated rewards. In these tough economic times we want to make every dollar count; in the case of matching grants, each dollar is worth twice its face value.

This workbook was designed to help our nonprofit grantees understand – and unleash – the power of the challenge grant. We believe this workbook will be of value to any organization looking for strategies to diversify and expand its funding base over the long haul.

Warm regards,

A handwritten signature in cursive script that reads "Mary Lou Makepeace". The signature is written in black ink and has a long, sweeping underline that extends to the right.

Mary Lou Makepeace

## FREQUENTLY ASKED QUESTIONS ABOUT CHALLENGE GRANTS

### **What is a challenge grant?**

Challenge grants are capacity-building grants intended to provide a nonprofit organization with a unique tool to leverage new and increased donations from current donors, and from potential new donors.

### **What is the goal of a challenge grant?**

A nonprofit organization's long-term sustainability is dependent upon the ability to engage and cultivate an active and diverse support base. We want you to use the challenge grant to encourage and energize donors beyond us. The challenge grant is a tool to help your organization's staff and leadership mobilize additional private resources to help build long-term sustainability.

### **How does a challenge grant work?**

Potential grantees are required to submit a grant or event sponsorship application to the Gay & Lesbian Fund. Once the grant is formally approved, grantees can begin raising money toward the challenge in accordance with the terms of the grant contract. For every dollar an organization raises up to an agreed amount, the Gay & Lesbian Fund matches that dollar.

*The Gay & Lesbian Fund only matches new and increased donations made in response to this matching challenge. We do not match dollars that have already been pledged, nor do we match contributions already received, prior to the beginning of the grant term.*

### **What makes challenge grants so valuable?**

A primary component of an organization's long-term sustainability is a diverse funding base, and challenge grants help to build a nonprofit's fundraising capacity. The challenge component is a call-to-action for other donors to support the organization. It encourages a broader and deeper base of donors to become part of the organization for a long time to come. The challenge grant component encourages an organization to go above and beyond the usual fundraising.

### **Can event ticket sales be used toward meeting a challenge?**

There are a few restrictions on what the Gay & Lesbian Fund will match. Items that are exempt from the Gay & Lesbian Fund's matching grant program include donated products or services; ticket sales; silent auction revenue; foundation, nonprofit, and government grants or sponsorships; and money that has previously been solicited, pledged, or donated. The fund encourages organizations to use the challenge grant to bring in new donors and to inspire established donors to increase their support.

### **How does an organization receive their matching funds after the challenge has been met?**

Grantee organizations may invoice the Gay & Lesbian Fund 1) once for the full amount of the grant award after the amount has been matched, or 2) up to four times a year (quarterly) in order to accommodate multiple fundraising opportunities. The challenge grant Invoice Form can be downloaded directly from the fund's website: [www.gayandlesbianfund.org](http://www.gayandlesbianfund.org). The form provides instructions and examples for reporting matching funds.

### **If a challenge grant is \$500, can donations only be accepted in \$500 increments?**

In that scenario, the goal is to raise at least \$500 in new or increased TOTAL donations/contributions. However, it's important to note that while a single \$500 donation is valuable, five \$100 contributions or ten \$50 donations are equally beneficial, and significantly expand the organization's overall donor base for future campaigns. The idea is to increase and broaden the organization's base of supporters. Reliance

on a few large donors can leave an organization vulnerable if one or more of those donors withdraws support.

### **Can an organization apply ANY new or increased donations during the grant award year to the challenge grant requirement?**

An organization may only invoice the Gay & Lesbian Fund for donations that are received in response to an announcement of the matching grant from the Gay & Lesbian Fund for Colorado.

### **How can we make the most of our challenge grant?**

Nonprofits that take full advantage of the challenge grant will grow stronger in terms of leadership and community support. In planning your outreach, you may wish to consider the following questions:

- Do you have board leadership to help bring the campaign to the public? Are they leading with their own gifts? Are these the largest gifts they have ever made to your organization? Are they volunteering in the fundraising effort?
- During the campaign, will you build a larger support base of private giving to address annual operating needs? Will you be able to change the mix of revenues that support your organization? Will you find new donors among businesses, corporations and, most important of all, among individuals during the course of the outreach?
- Will the public get to know more about your organization and its programs?
- Do you have a plan for sustaining the support gained during the challenge grant campaign after it is concluded?

Every organization will answer these questions differently. What is important is that your organization has carefully considered the strategic opportunities offered by a challenge grant relative to your current capabilities.

### **What are some tips for a successful challenge grant campaign?**

The key to a successful challenge grant campaign is marketing.

You will get more mileage out of your grant if you make the most of it by getting the word out to donors and supporters. *Use every possible means at your disposal to publicize the challenge grant.*

**Plan** your challenge grant campaign so that it is an integral part of your organization's overall development plan.

**Involve** your leaders or stakeholders in ways that help them own the plan. Your organization's board, staff, and other major supporters should take part in shaping the campaign plan. Build their enthusiasm; *they are your key ambassadors.*

**Target** a broad spectrum of donors: individuals, businesses and corporations. Look for small and medium-size gifts as well as large ones, enabling as many people as possible to engage in your organization, even at an entry level. Modest givers may increase what they give over time as their relationships with your organization mature.

**Mobilize** a volunteer force that includes people in your community who are willing to make stretch gifts to your challenge and are willing to connect you with other potential donors. Provide volunteer training and support, and be respectful of their time. Not only will it help your campaign, but also it will build

volunteer loyalty. Don't forget to capitalize on your volunteers' clout in the community; make their work visible.

**Announce** your challenge to the public. Use newsletters, websites, annual reports, personal letters, face-to-face meetings, blast emails, telemarketing, direct mail, special events, and social media (e.g. Facebook, FourSquare, Twitter). Give as many people as possible an opportunity to learn about your organization and its plans.

**Raise** funds that will bring you to your goal, always connecting the project with your mission. Raise both funds and friends.

**Maintain** the relationships and the momentum your organization gained during the challenge grant campaign. Continue engaging volunteers by asking for and listening to their suggestions. You may have also learned a lot about the way people perceive your organization. Thank donors who participated in the challenge and be sure to publicly acknowledge successful completion of the challenge.

### **What kinds of donations are eligible to be matched by the challenge grant?**

- First-time cash donations from individuals, businesses, or corporations
- Increased cash contributions from current individual, business, or corporate donors
- New or increased donations received in response to a live-ask at a sponsored event

**Note:** *Increased contributions will be matched only for the portion that is above and beyond a current donor's previous or annual donation*

### **What kinds of donations are NOT eligible to be matched by the challenge grant?**

- Donated products or services (in-kind)
- Ticket sales/raffle sales/table sponsorships
- Silent or live auction revenue
- Money already solicited, pledged, or donated
- Money that the organization would have raised without the match
- Foundation, nonprofit, and government grants or sponsorships

## MYTHS AND TRUTHS ABOUT CHALLENGE GRANTS

**Myth:** *We received a direct grant last year. We must have done something wrong if we received a challenge grant this year.*

**Truth:** **The majority of Gay & Lesbian Fund grant awards now contain a challenge component.**

This means:

- Our support underscores your efforts to 1) build your donor base and 2) motivate existing donors to give at a higher level.
- Your sustainability is strengthened by multiple individual and corporate donors that helped you meet your challenge, and may be called upon for future support.

**Myth:** *A challenge grant involves more work for my organization's staff and/or volunteers.*

**Truth:** **Challenge grants help organizations work smarter, rather than harder.**

This means:

- A live-ask at your event involves very little extra work, but has the potential to bring extra dollars into your organization, as well as attract new contributors that can be added to your existing donor base.
- Marketing a challenge grant opportunity on your event invitations can be rolled into the initial invitation design. It also provides you with an opportunity to recognize your sponsor AND capture donation dollars from people who may not be able to attend the event, but welcome the opportunity to have their contribution doubled as a result of responding to the matching grant request.
- Regularly scheduled communications (newsletters, annual campaigns, informational supplements, etc.) can be easily modified to include news of the challenge grant opportunity.

**Myth:** *My organization has never done a challenge grant. We might fail, and receive no funding at all.*

**Truth:** **The Gay & Lesbian Fund offers support to its grantees to help them be successful with their challenge grant. Most successful challenges are a result of a combination of efforts, such as:**

- A live ask at an event
- A special fundraising mailing
- An e-mail solicitation
- A phone-a-thon/phone banks
- A newsletter announcement
- An annual update or report
- A house party
- A website campaign
- A challenge to your board members
- A modification of your organizational e-mail signature to promote the challenge
- A 100% donation opportunity promoted via event auctions

## SAMPLE COPIES AND FORMS

To ensure your success and for your convenience, we provide you with some sample copy information, and forms that have been used previously with great success.

**REMEMBER: Good, compelling language is EVERYTHING!**

Educating and energizing prospective donors about the opportunity you have is key to the success of a challenge grant campaign.

The following sample copy may be used to communicate to potential donors through a direct mail campaign, newsletters, annual reports, event invitations, membership drives, websites, social media, direct mail or any other avenues by which you may make contact with them.

Sample Copy:

### **DOUBLE YOUR DONATION NOW!**

Thanks to a challenge grant from the Gay & Lesbian Fund for Colorado, you have the opportunity to **DOUBLE YOUR DONATION!**

It's easy. Make a tax-deductible donation online (insert web address) or use the enclosed reply form. A portion of every dollar will be matched by the Gay & Lesbian Fund – **doubling the impact of your support!** Your contribution will help (insert organization name) to (enter info here).

And don't stop there. **Please help spread the word.** Tell five friends how important (insert organization name) is and how they can double their dollars by making a donation now.

Sample Copy for Brief Text/Call-to-Action:

**Double your donation now! The Gay & Lesbian Fund for Colorado will match – dollar for dollar - up to [AMOUNT] contributed to [ORG/EVENT/etc.].**

## SAMPLE CHALLENGE GRANT EVENT SCRIPT

*“The LIVE ASK” – A Call to Action*

The “live ask” can be used at special events, board meetings, membership meetings, celebrations, appreciation gatherings, program kick-offs, public service announcements, and other public opportunities. This is an opportunity to let people know how their contribution will make a difference!

**Organization:** [Insert Your Organization’s Name]

**Mission:** [Insert Your Organization’s Mission Statement]

**Emcee:** *(Note: Issue this “call to action” after the portion of the event that has the highest emotional impact – for example, client testimonials, videos of organizational advancement, etc. Stories are a powerful way to compel your supporters, or potential supporters, to contribute to your organization.)*

“Those of you attending today’s event have an exciting opportunity to further support the work of [insert your organization’s name]. Thanks to a challenge grant from the Gay & Lesbian Fund for Colorado, you have the opportunity to double the impact of your support – which means your \$50 check can become a **one hundred dollar** investment in [your organization’s name]; your \$100 commitment can become **two hundred dollars** invested toward promoting [insert something particular to the service your organization provides].

You’re invited to give at whatever level best suits your resources, knowing that the Gay & Lesbian Fund for Colorado proudly stands with you in making a difference in Colorado. Don’t miss the opportunity to double your donation. Every donation counts.”

**Emcee:** *(at the close of the event)*

Thank you for coming, and if you haven’t done so already – please take advantage of our challenge grant to double your donation. Donation forms are on the table. Thanks again to the Gay & Lesbian Fund for Colorado.

## Event Do's and Don'ts

### Do:

1. **Do** customize your ask to highlight the mission of the organization.
2. **Do** remember the importance of stories, and how they inspire people to give.
3. **Do** schedule your live-ask at the most opportune time, such as immediately following a poignant video or personal story that underscores the importance of your organization's work.
4. **Do** choose an enthusiastic, articulate person to do the ask – a Gay & Lesbian Fund representative, your executive director, your board president, or a recipient of your organization's services.
5. **Do** use language that implies possibility and potential. Example: "You have the opportunity to have your dollars doubled..." or "You have the chance to double your contribution..." or, "Make a contribution today, and your donation will be increased thanks to a generous challenge grant match from the Gay & Lesbian Fund for Colorado.
6. **Do** provide pens, envelopes and pledge forms that include space for pertinent contact information so you can capture new and increased donations in your fundraising database. Also, be sure your organization's mailing address is clearly provided, in case donors prefer to mail their contribution.
7. **Do** appoint table captains to take the lead in collecting pledge forms. That personal touch is compelling to potential donors.
8. **Do** consider assigning volunteers to each table to collect pledge forms if table captains are not appointed. Donors do not like to leave personal information unattended on the table. If pledges are not collected by an easily identified volunteer, invite donors to take the pledge form with them and mail their contribution.
9. **Do** remind your audience again before they leave the event that if they haven't done so already, to take advantage of the challenge grant's matching opportunity.
10. **Do** follow up on donations IMMEDIATELY with a "thank you" call or handwritten note. You can continue to highlight your relationship with the Gay & Lesbian Fund by reminding them their thoughtful gift was eligible for matching funds from the Gay & Lesbian Fund for Colorado. Include examples such as those you provided in your final grant report.
11. **Do** follow up on pledges IMMEDIATELY with a reminder of the amount due, a "thank you" for anticipated funds, and a reminder of how their donation will help.
12. **Do** keep track of new and increased donations in order to submit an accurate challenge grant invoice.

### Don't:

1. **Don't** limit your audience's capacity to give; your suggested amount sets the tone for their contribution. If you ask for \$5, you've set the bar too low! The danger in fundraising is to insult the donor by asking for too little. Start high, and move down. For example, let donors know that a \$1,000 donation "will feed a family for a month; \$500 will provide nutritious meals for homeless teens." Use examples that are particular to your organization's mission.
2. **Don't** forget to provide envelopes/pledge forms and pens/pencils so attendees can write their checks, commit to their pledges, and provide you with valuable contact information for future fundraising opportunities.
3. **Don't** schedule your live-ask late in the event when people are preparing to leave.
4. **Don't** forget to appoint volunteers or table captains to collect envelopes/pledge forms.
5. **Don't** hesitate to contact your Gay & Lesbian Fund for Colorado program officer if you have a question or concern prior to your event.

# SAMPLE MATCHING GRANT PLEDGE FORM

(Insert Your Nonprofit's Name)  
(Insert Your Nonprofit's Logo)

**DOUBLE Your Dollars!**

YES, I accept the challenge. I want to support [organization name] and DOUBLE my donation.

## FORM OF PAYMENT (please check one):

- Enclosed is my tax-deductible check in the amount of \$ \_\_\_\_\_ made payable to [organization name].
- Enclosed is my company's matching gift form.
- I would like to make a pledge of \$ \_\_\_\_\_. Please send me an invoice.
- Please charge my credit card: \_\_\_ AMEX \_\_\_ VISA \_\_\_ MC (select one)

Card number: \_\_\_\_\_ Exp date \_\_\_\_\_

Name as it appears on the credit card: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone#: \_\_\_\_\_ E-mail: \_\_\_\_\_

Go to (insert web address here) to donate online:

[Organization's Name] (address) (phone) (website)

**Thanks to the Gay & Lesbian Fund for Colorado for its generous challenge grant!**



✂

*"We raised more than \$116,000 in response to the event and the match component. This is a 23% increase over last year's giving! Moreover, our average gift rose from \$100 to \$188 – indicating that people responded to our request to increase their giving if they were a current donor. Because of the great response to the challenge, and our success with soliciting sponsors, we will net close to \$100,000 – much higher than the \$57,000 anticipated in our grant application!!"*

*Our development director met with 33 table captains personally, and asked them to consider increasing their giving, with the challenge benefit presented as an incentive. We discussed the challenge with the remaining table captains through e-mail and phone conversations. The table captains responded to this challenge and their cumulative giving increased by 50%!"*

**Diana Lachiondo, Director of Development  
Women's Bean Project  
Denver, Colorado**

## DIRECT MAILERS: SAMPLE TEXT, THEIR IMPACT, AND MAILER “DOS” AND “DON'TS”

### **Sample Text for a Mailer**

The following sample text may be used to communicate with potential donors through newsletters, a direct mail fundraising campaign, annual correspondence, event invitations, membership drives, and other communication avenues:

Thanks to a challenge grant from the Gay & Lesbian Fund for Colorado, you have the opportunity to have your contribution doubled if 1) you're a new donor or 2) you're increasing the amount of your previous contribution to [insert your organization's name]. This means that a first-time contribution of \$100 can become a **two hundred dollar** investment in [state a service your organization provides]. Or, your \$150 increase over last year's donation can become **three hundred dollars** invested toward promoting [insert a core value of your organization].

### **Does a Direct Mail Campaign Work?**

Here are the words of one organization that experienced the benefits of a direct mail campaign:

*“We targeted 2,000 records in our donor data base that demonstrated giving histories with more than one give between \$100-250, or habitual giving between \$25-100 over five years. Each donor received a personal letter (mailed first class) indicating the parameters of the match, and asking them to consider an increased gift. Of the 2,000 donors who received a letter, 21 responded with some type of increase over their previous gift, and 10 responded with gifts of \$500. We also received an anonymous gift of \$5,000.”*

– **Tanya Mote, Development Director, El Centro Su Teatro**

### **The Do's and Don'ts of a Direct Mail Campaign**

#### **Do:**

1. **Do** use event invitations or “save the date” notices to market your matching grant, and invite attendees to take advantage of the opportunity to have their support doubled.
2. **Do** include a pledge form with event invitations in case someone can't attend, but would still like to contribute to your organization and capitalize on the matching opportunity.
3. **Do** encourage philanthropy throughout your entire organization, as well as its circle of community influence. This could include board members, volunteers, or former recipients of your organization's services.
4. **Do** take advantage of opportunities to educate your donor base regarding the value of the work you do, and the importance of their support. Share success stories or invite them for a site visit at your location.
5. **Do** include a return pledge envelope with your organization's mailing address, or a website address on the pledge form if contributors prefer to donate online.
6. **Do** include the Gay & Lesbian Fund logo in printed materials whenever possible.
7. **Do** follow up with a thank-you call or a handwritten note when donations are received.

**Don't:** **Don't** underestimate your ability to create new and innovative ways to make your matching grant work for you!

# WEB SAMPLE TEXT AND THE “DOS” AND “DON'TS” OF WEB WRITING

## Two Sample Texts for Web Display



**[Insert Your Organization's Name]**

has had a busy and rewarding year!

We are thrilled to announce that we are the recipient of a challenge grant from the Gay & Lesbian Fund for Colorado.

Contributions to **[your organization]** from new donors will be matched dollar for dollar; contributions from current supporters will be matched for their increase in gift.

Please consider supporting **[your organization]** at this time. Checks can be made payable to **[insert info]** and sent to **[insert info]**.



**Make An Online Donation to [your organization]!**

All new and increased gifts in 2009 will be matched by the Gay & Lesbian Fund for Colorado! **[insert your organization's name, and its mission statement. Provide a link for donating online.]**

## Use of Testimonials

Consider using supporting quotes on your website from other reputable organizations, such as:

*“A recent post on Newsweek.com titled “The Coming Charity Crisis” quoted a fundraising consultant who stated, “In the minds of some, philanthropy is a luxury. You pay your bills first, and then start making charitable gifts.” The idea of philanthropy as a luxury made me stop and think. Where does my personal giving rank on my list of spending priorities? Do I count my giving dollars as discretionary, or as a fixed cost in my budget? Am I a person who gives when it is convenient, or do I consider myself a community shareholder who knows my investment matters most during difficult times?”*

*– Alyssa Kopf, CEO, Community Shares*

## The Do's and Don'ts of Web Marketing

### Do:

1. **Do** highlight your challenge grant opportunity on your home page, and on your donation page. Let contributors know they have the opportunity to have their donation DOUBLED.
2. **Do** contact your program officer and let him or her know you're marketing the challenge grant on your website – the Gay & Lesbian Fund likes to celebrate grantees' best practices.
3. **Do** include the Gay & Lesbian Fund logo whenever possible.
4. **Do** include links to your donor page in your e-mail blasts, invitations, save-the date notices, and e-newsletters.

**Don't:** **Don't** forget to IMMEDIATELY follow up and thank your contributors.

## CHALLENGE GRANT CHECKLIST FOR SUCCESS

- Sign your grant award contract and return it to the Gay & Lesbian Fund Grants Manager ASAP.
- Be sure your event planner and the person in charge of following through on sponsor recognition are familiar with the sponsor benefit requirements associated with your grant award.
- Incorporate your challenge grant opportunity in event invitations so people who may not be able to attend your event still have the opportunity to contribute to your organization and become eligible for the Gay & Lesbian Fund match.  
**Example:**  **I/We cannot attend, but would like to make a donation \$ \_\_\_\_\_**  
**(Matched by the Gay & Lesbian Fund for Colorado)**
- Use the Gay & Lesbian Fund logo on printed materials whenever possible. This will provide an eye-catching focal point to help market the matching opportunity.
- Market your challenge grant opportunity in multiple ways, such as direct mail campaigns, event invitations, event programs, monthly newsletters, holiday greetings, board meetings, face-to-face encounters, classes, and seminars.
- Download the Challenge Grant Toolkit and integrate it into your development personnel's orientation and fundraising procedures.
- Make it easy for your event attendees to donate. Provide pens, pledge forms, and envelopes; assign table captains to encourage participation and follow-up on collecting donations; and engage easily identifiable volunteers to approach each table, collect contributions, and offer immediate thanks.
- Take advantage of the full 12-month term of your challenge grant award.
- Remember the importance of real-life stories to highlight the importance of the work your organization does, and use these stories to inspire people to give in support of that work.
- Schedule your live-ask at the most opportune time during an event, such as immediately following a poignant video or personal story that underscores the importance of your work. Your program officer can be a valuable resource for "best practices" suggestions.
- Choose an enthusiastic, articulate person to do the ask at your event, such as a Gay & Lesbian Fund for Colorado representative, your organization's Executive Director or board president, or a recipient of your organization's services.
- Call your program officer if you have any questions regarding the Challenge Grant invoice or invoicing procedures.
- Create strategic follow-up procedures to retain your new donors, such as adding them to your mailing list, making periodic follow up calls to inform them of a recent example in which their donation helped advance the work you do, or creating a one-page flyer of success stories and include new donors' names.

- Say Thank You! Donors want to know their contributions have made a difference.
- Share your best practices with your Gay & Lesbian Fund for Colorado program officer. We take every opportunity to celebrate our grantees, and you are a valuable resource for others!
- Create new and innovative ways to make the Challenge Grant component work for your organization, and let us know about them!

## Gay & Lesbian Fund for Colorado Matching Grant Invoice Form

Name of Organization: \_\_\_\_\_

Grant Request ID number: \_\_\_\_\_

**Obtain the appropriate signatures and mail this invoice form with all examples of marketing materials used during the solicitation of the matching grant to:**

Grant Department  
Gay & Lesbian Fund for Colorado  
315 East Costilla Street  
Colorado Springs, CO 80903

Additional information or documentation may be required for approval and payment.  
The cells in the table below will expand to fit information entered.

<b>New Contributions</b>				
Solicitation Date	Solicitation Type	Solicitation Details <small style="color: red;">Include name of staff or volunteer coordinator</small>	Donations Received	Total
<b>Total New Contributions Received:</b>				

<b>Increased Contributions</b>				
Solicitation Date	Solicitation Type	Solicitation Details <small style="color: red;">Include name of staff or volunteer coordinator</small>	Donations Received	Total
<b>Total Increased Contributions Received:</b>				

**Total Amount Requested For This Invoice:**

By signing below, I acknowledge that all information in this invoice is true and correct.

Executive Director or Development Director: \_\_\_\_\_ Date: \_\_\_\_\_

Board President or Board Treasurer: \_\_\_\_\_ Date: \_\_\_\_\_

<b>New Contributions</b>				
<b>Solicitation Date</b>	<b>Solicitation Type</b>	<b>Solicitation Details</b> <i>Include name of staff or volunteer coordinator</i>	<b>Donations Received</b>	<b>Total</b>
07/14/2009	House Party	Board member, Jane Doe, held house party where she made a verbal ask for support highlighting the Gay & Lesbian Fund's matching grant - Script attached	15 @ \$25	375.00
			4 @ \$50	200.00
			1 @ \$100	100.00
09/12/2009 - 09/14/2009	Phone Banking	Volunteer, John Doe, organized other volunteers ,staff, board, to solicit support and highlighted the Gay & Lesbian Fund's matching grant - Script attached	32 @ \$25	800.00
			12 @ \$10	120.00
08/30/2009	Fundraising Dinner	Executive Director, Jane Smith, issued a live call to action at annual fundraising dinner where Gay & Lesbian Fund match was announced - Script attached	2 @ \$100	200.00
			5 @ \$50	250.00
			47 @ \$25.00	1175.00
<b>Total New Contributions Received:</b>				<b>3220.00</b>

**Sample NEW contributions above ↑**

**Sample INCREASED contributions below ↓**

<b>Increased Contributions</b>				
<b>Solicitation Date</b>	<b>Solicitation Type</b>	<b>Solicitation Details</b> <i>Include name of staff or volunteer coordinator</i>	<b>Donations Received</b>	<b>Total</b>
08/14/2009	E-Newsletter	Communication Director, John Smith, created and distributed our 3rd Quarter E-newsletter sent to current donors/members asking for an additional gift of support, highlighting the Gay & Lesbian Fund's match of their increased donation – Copy of e-newsletter attached	8 @ \$25	200.00
08/30/2009	Fundraising Dinner	Executive Director, Jane Smith, issued a live call to action at annual fundraising dinner where Gay & Lesbian Fund match was announced - Script attached	3 @ \$100	300.00
			8 @ \$50	400.00
			17 @ \$25	425.00
<b>Total Increased Contributions Received:</b>				<b>1325.00</b>

**Total Amount Requested For This Invoice: 4545.00**

## WHAT GRANTEES ARE SAYING

### **Did you meet your challenge?**

“Yes. We exceeded it! The challenge grant definitely helped increase our donor base. When we sent out our invitations, they included information letting the invitees know that their donations would be matched by the Gay & Lesbian Fund for Colorado. We did a live-ask at our event, citing the matching grant, and an opportunity for *another* fundraising event materialized as a result of our breakfast ask. After speaking with our program officer, we obtained permission to include this second event in our challenge grant strategies, and raised an additional \$2,250!” - **Pat Ruffini, Executive Director, Colorado Springs Teen Court**

“Thanks to our challenge grant we were able to raise a total of \$41,225! We know that in addition to supporting programs that improve the quality of life in Colorado, one of the Gay & Lesbian Fund’s goals is to help organizations grow and succeed. Your challenge grant has indeed helped us expand our donor base and increase our fundraising capacity!” - **Mary Spillane, Vice President of Development, Denver Public Schools Foundation**

### **Did the challenge help you increase your donor base?**

“We conducted our second annual fundraising campaign through direct mail solicitation, and our challenge grant from the Gay & Lesbian Fund for Colorado was vitally important to increasing our donor base. As a young organization that is steadily trying to prove our relevance and impact in the community, having the strength and power of the GLFC behind us lent us credibility, as well as dollars.” - **Bettina Swigger, Executive Director, Cultural Office of the Pikes Peak Region**

“The challenge opportunity offered by the Gay & Lesbian Fund for Colorado is part of an important effort to grow our base, and to stimulate a higher level of engagement from the individuals who believe in the work of the organization, and who want to be involved. The donors we reached through the challenge grant campaign could be future capital campaign donors. The challenge grant provided an intermediate opportunity to be more involved with our organization, and to evaluate how worthwhile their engagement is.” - **Tanya Mote, Development Director, El Centro Su Teatro**

“Absolutely, the challenge grant helped increase our donor base. Additionally, a GLFC program officer spoke at our event about the partnership/challenge grant between GLFC and Urban Peak. This was very helpful in bringing in new and increased donations.” - **Angela Graham, Development Manager, Urban Peak Colorado Springs**

“Our challenge grant definitely increased our donor base and, as a side bonus, assisted the new board in seriously developing a fundraising plan which I am happy to report is now in place. This campaign got two new board members involved in doing a direct ask from their friends. It is the first time SPP has ever had an actual development plan. Additionally, we also obtained some new volunteers from this challenge grant opportunity.” - **Janet Karnes, Executive Director, Suicide Prevention Partnership**

“Though HealthSET only reached **80%** of its projected event attendance due to a glitch with the postal service, we showed a 5-minute video about its work, then our board president presented the challenge immediately following the playing of the video. HealthSET had a **195%** response to its match, and welcomed **56** new donors into its support network, with an additional **6** increases from previous donors. HealthSET generated almost twice its award amount, thanks to the impetus provided by the challenge grant. Challenge grants WORK! High impact event planning WORKS!” - **Mary Ann May, HealthSET, Development/Volunteer Coordinator**

“The challenge grant created a sense of urgency for donors who wanted to ensure that their contributions would be matched. This was especially true for donors who responded to the event pitch delivered at the Bash at the Biz Fashion Show. It also provided incentive for a YouthBiz donor to increase their contribution from \$1,000 in 2007 to \$2,500 in 2008.” - **Sonya Garcia-Ulibarri, Executive Director, YouthBiz, Inc.**

“We wanted to let you know again how valuable it was to us to promote your challenge grant at our gala on March 5. Challenge grants are a terrific tool – we find they can be an especially wonderful way to raise support from NEW donors. We thought the following notes about our experience with your challenge grant might be interesting to you:

- We combined your \$10,000 challenge grant with a challenge grant of \$25,000 offered by a donor who wished to be anonymous. We promoted the challenge from the stage at our event by saying “thanks to challenge grants from the Gay & Lesbian Fund for Colorado and an anonymous donor, we have a total of \$35,000 to match – if you can help us raise \$35,000 this evening - right now! - we’ll receive a total of \$70,000 to benefit Denver Public Schools!”
- We had pledge cards on every table for donors to complete (and we provided pens too). The pledge cards listed suggested gift amounts of \$100, \$250, \$500, \$1,000, \$2,500, or \$5,000, and “other amount.” Guests could indicate their gift should be directed toward our areas of greatest need, to programs supporting teachers, programs supporting principals, or a new elementary school science curriculum.
- We also gave guests the option of indicating that their gift was in honor of or in memory of someone special – many guests listed the table sponsor who had invited them to the event, a family member who had attended DPS schools (and they listed which school, year graduated, etc.), or a particular school or teacher.
- High school student volunteers went around to each table to collect the pledge cards from guests while a student group from George Washington High School performed a song and dance from a Broadway musical.

- We also made sure the pledge card could fit easily into a regular envelope, and all of our contact info was printed on the card itself. We received about 10 pledge cards mailed to us after the event. We had envelopes available at the event too, though found most people didn't use them.
- Guests could pay by check or fill out credit card info on the pledge card.
- To date, we have received a total of \$41,225 in response to the challenge grant appeal. Of 132 total donors, 93 were NEW, first-time donors – about 71% of all pledge-card donors! Their giving represents a total of \$19,225, or 47% of the total amount raised. Ten existing donors also increased their giving levels – the increased portions of their gifts totaled \$3,125.
- 102 of all gifts received (77%) were in the amount of \$100 or more. We had about 1,350 guests at the event, so about 10% of our guests responded to the challenge grant appeal.
- We received gifts in every amount listed on our card – we were thrilled to have eight people give at the \$500 level (four were brand new donors!), eight people give at the \$1,000 level (four were NEW donors!), three people give at the \$2,500 level, and two people give at the \$5,000 level (one was a NEW donor!).

We couldn't have done it without you! Thank you again for giving us this opportunity. We certainly would not have attracted this additional support without your challenge grant. And now we have 93 new donors in our pipeline – we'll stay in touch with them over time and hopefully see their support continue and increase. We were thrilled to have you as a new sponsor. We are preparing a formal report for you and will send it by end of March." - **Mary Spillane, Vice President of Development, Denver Public Schools**

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