

League of Women Voters of Milwaukee County Fund Development Plan FY24 - FY25

Purpose

Ensuring that there are resources to carry out the mission of the League of Women Voters of Milwaukee County is the responsibility of its Board of Directors. This plan outlines financial and non-monetary goals for the LWVMC along with strategies to reach them. The Fund Development Committee will help the Board carry out this plan. Given that the League is a grassroots membership organization, the Board invites all League members to also help with this work.

Mission

The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy. As a nonpartisan organization, the League does not support or oppose candidates or political parties.

Context

The Fund Development Plan addresses fundraising and fund development. Fundraising and fund development are distinct functions. Fundraising is asking for and receiving a gift from donors. Fund development is about building relationships with individuals and organizations that may be predisposed to support our mission. Prospects demonstrate interest and with cultivation may become donors to the League. Cultivation includes re-engaging lapsed donors. Stewardship is building and strengthening relationships with current donors.

As a grassroots organization, fundraising activities have been under the leadership of individual League members. This will continue, as well as established functions related to fundraising, including renewing memberships, membership appeals, gift tracking, maintaining a donor database, and donor acknowledgement/thanks.

A Fund Development Committee is being formed to help implement this Fund Development Plan. The Committee and all League members engaged with fundraising and/or fund development will follow a Code of Ethics,

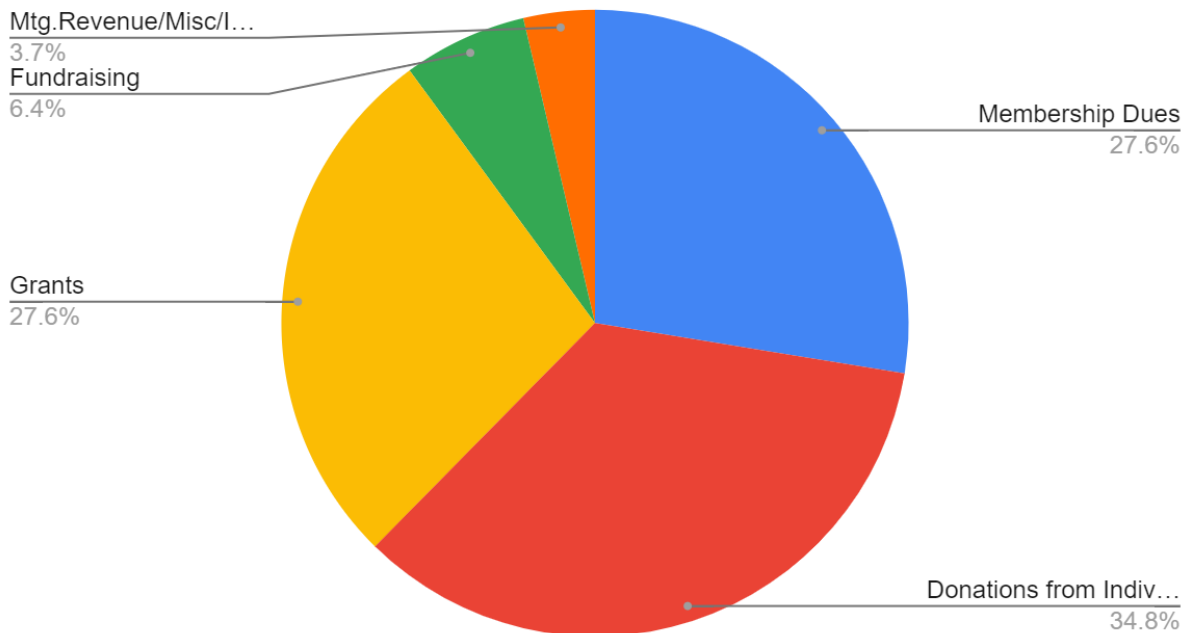
[Appendix A Code of Ethics.pdf](#) and a Donor Bill of Rights,

[Appendix B Donor Bill of Rights.pdf](#).

The Need

The chart below illustrates LWVMC's budgeted revenue for 2023 – 2024 with a total revenue budget of \$95,900. Meeting revenue, Miscellaneous, Interest & Fees are combined since each is quite small. Fundraising shows the net revenue with budgeted fundraising expenses subtracted from the budgeted revenue. This was taken from the LWVMC's approved budget for FY 2024.

LWVMC Budgeted Revenue 2023-2024



A discussion of the actual revenue for 2022 – 2023 can be found in [Appendix C](#) along with a comparison of LWVMC to other nonprofits by sources of revenue.

With membership dues being mainly a pass-through to the LWV-US and LWV-WI, the league needs to raise \$62,366 at a minimum to maintain the budgeted level of program and operation. There is a golden opportunity here to increase the depth and breadth of the League's impact with the upcoming 2024 elections. Putting a Fund Development Plan in place at this time offers the chance to increase the capacity of the League.

The Plan

The following plan includes

- targeted financial goals necessary to support the FY24 approved budget and the FY25 budget when it is approved,
- strategic non-monetary goals impacting the success of the plan,
- solicitation strategies,
- cultivation and stewardship strategies.

Implementation plans will be maintained separately by fundraising project leaders and the Fund Development Committee.

Financial Goals

Categories	Budgeted revenue FY 24	Budgeted revenue FY 25
Donations		
Member donations *	\$22,000	\$20,000
Non-member donations	\$7,000	\$11,000
Sharehouse goods	\$1,500	0
Boswell gift wrapping	\$1,066	\$900
Bequests		
Grants		
Organizations and individuals	\$4,000	\$1,600
Foundations	\$13,000	\$15,000
Voter Services	\$8,000	\$4,250
Fundraising(Coffee for our Cause) **	\$5,800	\$4,000
Total	\$62,366	\$56,750

* \$10,000 carry-over to next FY subtracted from what shows on budget

** \$5,200 expenses for Coffee for our Cause subtracted from 24 budget income; \$4,000 subtracted from 25 budget income

Strategic Non-monetary Goals

1. Develop a plan for ongoing recruitment and training of fundraising and fund development member volunteers. This includes recruitment of leaders for all fundraising events/projects. Responsibility: Mary Voelker
2. Establish a monthly giving option to the LWVMC's donation page.
3. Improve the look of LWVMC's donation page making the donate button more prominent.
4. Achieve 50% giving to LWVMC by Board and Off-Board Leaders. Responsibility: Nancy Maloney
5. Achieve 50% participation by Board and Off-Board Leaders in at least one fundraising task, including identification of potential donors, cultivation of potential donors, upgrading donors, etc. Responsibility: Nancy Maloney
6. Strengthen Board understanding of their responsibility for ensuring resources to carry out the mission of the LWVMC and understanding the purpose and process of cultivation.
7. Establish a set of metrics that reflect the success and progress for this plan. Responsibility: Mary Voelker
8. Enhance communications for fund development by coordinating with the new Communications Committee.
9. Monitor and report (through the Board Packet) regularly about the implementation of this plan.

Solicitation Strategies

1. Continue existing direct mail appeals to members. Responsibility: Nancy Maloney
2. Continue Coffee for our Cause fundraising project. Recruit co-chairs. Responsibility: Mary Sussman and Board
3. Submit grant applications by Fund Development Committee and Voter Services to organizations and private foundations.
4. Use social media to publicize our accomplishments and solicit donations. Responsibility: Communications Committee.
5. Continue marketing of the Planned Giving Program.
6. Plan and implement a telephone solicitation campaign for reaching LWVMC members.
7. Begin a peer-to-peer donor campaign.
8. Develop a plan for vetting and soliciting small businesses and corporations for sponsoring opportunities.
9. Investigate finding a matching grant opportunity.

Cultivation and Stewardship Strategies

Cultivation is the process of identifying new prospects and building relationships until an ask is made and the process of re-engaging lapsed donors. Stewardship is relationship building with current donors that leads to asking for repeat gifts and for larger gifts.

1. Establish a small Grants Subcommittee to research and identify foundations that might be a match for our mission. Submit letters of inquiry about the possibility of submitting grants, write and submit grant applications

2. Create a definition for “major donor,” develop a plan for cultivating major donors, and identify potential major donors from our membership.
3. Research and identify small businesses and corporations that may become donor prospects.
4. Evaluate current and prospective special events. Publicize and invite community organizations and non-members to all League Public Forums and other selected League events.
5. Create a newsletter that highlights the mission and work of the LWVMC to send to nonmembers interested in the League. Responsibility: Communications Committee.
6. Create a sheet (tri-fold for printed copies) that highlights recent good work/impact of the LWVMC. Responsibility: Communications Committee.
7. Regularly post on social media presenting valued offers (education, invitations, information, etc.). Responsibility: Communications Committee.
8. Invite the Board to make thank-you calls, write thank you notes, and engage in other cultivation/stewardship activities. Responsibility: Nancy Maloney

Attachments:

 Appendix A Code of Ethics.pdf

 Appendix B Donor Bill of Rights.pdf

[Appendix C Actual revenue FY23 and comparison to other nonprofits](#)

Submitted by Mary Voelker and presented to the Board of Directors in September, 2023.