

Information and Requirements for the 2023 RaiseMN Campaign Institute

Who Should Apply?

Any nonprofit organization that meets the following requirements should consider applying:

- Located in or primarily serving at least one of the following:
 - **East Twin Cities Metro** (Dakota, Ramsey and Washington counties)
 - **Greater Minnesota** (all additional Minnesota counties *except* Anoka, Carver, Hennepin, and Scott) or the Native nations that share Minnesota's geography
- Is an incorporated, 501(c)(3) nonprofit organization
 - If you are fiscally sponsored, please submit documents reflecting both your organization and your fiscal sponsor
- Has an annual expense budget of \$2 million or less in your current fiscal year
- Currently conducts at least one annual fundraising campaign
- Organizations with staff and board members who are excited to participate in, and have the capacity for, advancing their overall individual giving strategies

Priority will be given to organizations that:

- Are led by Black people, Indigenous people, people of color, and/or those who identify as LGBTQIA2S+
- Are primarily serving Black communities, Indigenous communities, communities of color, and/or communities identifying as LGBTQIA2S+

About the Campaign Institute

Since 2015, GiveMN staff have researched the ability for small and medium-sized nonprofits to build sustainable culture, strategies, and infrastructure around their overall fundraising needs. We surveyed hundreds of Minnesota nonprofits, finding 40% of organizations relied on volunteers alone to fundraise and an additional 32% had only one staff member responsible for raising money. Overall, 69% of respondents said they were not confident that their current fundraising strategy met the demands of their mission.

The Campaign Institute is not a one-size-fits-all program; instead, the Campaign Institute assists nonprofits in building their overall capacity for fundraising, building sustainable individual giving infrastructure based on the specific needs of each organization. We strive to give each nonprofit we work with a tailored coaching experience, fully focused on the issues they bring forward throughout our work together.

We operate on a set of three core principles:

- **Organizations are the experts on their work and their people:** We start every relationship from the beginning, taking a deeply collaborative approach that co-creates solutions based on your work, your capacity, and your audience.
- **We coach and teach fundraising that centers on the well-being of your staff, board, and volunteers:** We focus on fundraising that is deeply honest, authentic, transparent, and relational; fundraising that builds a



donor base to which you want to be accountable; and fundraising that mobilizes the resources you need for your work without compromising your values.

- **We coach for sustainability:** Our goal is to build your organization's internal fundraising expertise, so you can replicate your success long after our partnership is over. We leave participants with more knowledge, added skills, stronger fundraising infrastructure, and deeper donor relationships.

Participating organizations will leave the Campaign Institute with more fundraising confidence, knowledge, and strategies. They will have a framework of learning for replicable fundraising success as well as a support network of nonprofit leaders from across the state.

RaiseMN Campaign Institute Selection Process

Recruitment and selection for the 2023 Campaign Institute cohort will take place in March and April along the following schedule.

1. **Application period:** Applications will be open to all eligible organizations beginning on March 8. Finalized forms and supporting documents must be submitted to RaiseMN through the SurveyMonkey form by March 29.
2. **Interview period, if needed:** A selection of organizations may be invited to take part in follow-up conversations with RaiseMN, if needed, between April 3-12. The RaiseMN team will conduct interviews on an as-needed basis, and not all selected organizations will go through the interview process.
3. **Participant notification:** During April 15-20, RaiseMN will notify up to 32 participant organizations.

Organizations selected for the 2023 Campaign Institute will begin with a virtual cohort gathering kickoff on May 17, with individual coaching beginning in May and June.

Benefits to Participating Organizations

Working directly with their coach, participants in the RaiseMN Campaign Institute will build the fundraising capacity of their organization and will increase their overall fundraising knowledge, infrastructure, and culture.

Participating organizations will receive eight months of coaching with RaiseMN to identify areas of strength and processes that could be improved. They will leave the program with a framework for future fundraising work.

In addition to individualized planning, participating organizations will also engage in group training opportunities tailored to fit the needs of the participating organizations.

What Your Organization Will Learn in the RaiseMN Campaign Institute

- You will participate in assessing the fundraising capacity of your organization.
- You will receive support for the duration of the Institute from the RaiseMN team and a designated fundraising coach.
- You will develop confidence, strategies, and infrastructure that will have lasting impact, improving overall fundraising outcomes while reducing reliance on institutional funding.
- You will participate in several training sessions over the course of eight months in one-on-one sessions and cohort gatherings. The sessions will focus on increasing the fundraising abilities of your organization. Topics covered could include:
 - Fundamentals of campaign fundraising
 - Board involvement in fundraising activities
 - How to approach and cultivate donors
 - Donor stewardship, including recognition and retention
 - Fundraising messaging and calls to action
 - Well-being for fundraisers
- You will create a plan to implement a new campaign or improve an existing campaign.



- You will be a part of a cohort that will engage and share mutual issues and interests, resulting in the emergence of new views, ideas, and strategies for fundraising.

Minimal Cost to Selected Participants

Thanks to our generous partners at the Saint Paul & Minnesota Foundation and F.R. Bigelow Foundation, all coaching costs will be covered for the selected nonprofit participants. Participants will need to provide their own technology and/or transportation to attend trainings and meetings, if held in person.

Participant organizations will be expected to provide resources to cover the costs of new fundraising capabilities as part of their plan, if deemed to be a need fundamental to success and if mutually agreed upon by your RaiseMN coach and your organization.

We recognize and value the effort needed to participate in the Campaign Institute and each organization will be awarded a grant of \$2,500 upon completion to honor participants' time and energy. This program is supported by the Saint Paul & Minnesota Foundation and F.R. Bigelow Foundation.

Schedule, Timing, and Key Dates

- **Application deadline: Wednesday, March 29**
- Virtual interview round, if needed: April 3-12
- Notification of participant organizations: April 15-20
- Kickoff cohort gathering: May 17
- Cohort gatherings: July 12, September 13
- 1:1 coaching meetings: May through December, with sessions in November and December being optional

Participant Commitment

- **Each organization's application must identify the three participants who are committed to attending all sessions and meetings for the duration of the program.**
 - Because RaiseMN seeks to transform each organization's overall fundraising knowledge, infrastructure, and culture, the Institute requires three people, representing both board and staff, to be involved in all coaching meetings.
 - Staff participants should be in leadership and fundraising roles in the organization. One participant must be a board member, not staff. If your organization only has one paid staff member, two of the participants may be board members.
 - We will ask your three-person team to meet with your coach for **one hour each month**. Coaching sessions are held Monday-Friday from 8:00am-5:00pm CT via Zoom video conferencing. You may schedule these meetings at your discretion.
- Must be able and willing to commit organizational resources of time and funding to the fundraising plan.
- Must be committed to improving the organization's overall individual giving strategies and capacity.
- Institute organizations must complete the following:
 - Make an eight-month commitment to the Institute.
 - Be willing to try new things and be vulnerable and open to new ideas.
 - Meet approximately once per month with designated coach.



- Attend RaiseMN group learning sessions with other Institute participants as listed in key dates above. These sessions may take place either virtually or in-person, in accordance with the latest guidelines established by the Minnesota Department of Health.
- Active participation: RaiseMN staff and coaches will be accountable and responsive to you, and we expect participants to be accountable and responsive to us. Your team must have the capacity to fully participate in this program.
- Meet Institute program deadlines to be established with individual organizations.
- Active participation in ongoing Institute program evaluation by completing surveys in a timely manner.
- Create an annual development plan for your upcoming fiscal year that includes learnings from your Institute-designed fundraising campaign.
- Involve your full board of directors: provide an introduction and a conclusion to the Institute to inform and encourage board members to participate in the Institute alongside staff.

Questions? Email raisemn@givemn.org.

