

Camp Fire Green Country

FUND DEVELOPMENT GUIDING PRINCIPLES

- I. All fundraising efforts will be consistent with Camp Fire's Promise, core values and strategic plan, carefully planned, professionally implemented and routinely evaluated for effectiveness.
 - ◆ All revenue-generating ideas will go through the Fundraising Committee for study and approval.
 - ◆ A representative of each fundraising subcommittee will participate on the Fundraising Committee.
 - ◆ All fundraising efforts will be evaluated by reviewing participation, promotion and income & expense data.

- II. The council's revenue will be generated from a variety of sources.
 - ◆ United Way
 - ◆ Youth sales
 - ◆ Special events
 - Just Plane Fun
 - Others – as developed
 - ◆ Private foundations
 - ◆ Government grants
 - ◆ Collaborative efforts
 - ◆ Individual donations – cash and in-kind
 - ◆ Program fees, including outdoor site usage
 - ◆ Major gifts
 - ◆ Annual Fund/Member enrollment
 - ◆ Corporate support
 - ◆ Year-end gifts
 - ◆ Endowment
 - ◆ Planned Giving

- III. Camp Fire donors will receive timely and appropriate recognition for their support.
 - ◆ All donations will receive an official council acknowledgment within one week of receipt of a donation.
 - ◆ Donors will be thanked in more than one way.
 - ◆ Donor records will be held in strict confidentiality.
 - ◆ Board members may be asked to send handwritten thank you notes.
 - ◆ The Adult Recognition event and other venues may be used to publicly recognize donors.

- IV. Board members will take an active role in fundraising.
 - ◆ When providing information about board membership to prospects, the Nominating Committee will openly discuss fundraising and personal giving expectations of board members.
 - ◆ New board member orientation and regular, periodic training, will include education and practice to inform, equip and empower board members to participate in council fundraising efforts.
 - ◆ Expenses incurred by board members in connection with fundraising will be reimbursed according to the policy established by the Fundraising Committee.
 - ◆ Quarterly statements of giving will be provided to all board members.

- V. Camp Fire youth will actively participate in council-sponsored sales and receive desirable incentives.
- ◆ Annually review sales' results and incentive program.
 - ◆ Include youth in decisions about incentives.
 - ◆ Compare our incentives and incentives costs to those of other councils.
 - ◆ Continually educate leaders and parents about the benefits of youth participation in sales.
 - ◆ Develop alternative ways to engage youth in sales, e.g. magnet books, site sales, alumni solicitation opportunities.
 - ◆ Evaluate and continually improve youth and leader recognition.
- VI. A strong effort will be made to engage Camp Fire alumni in council fund and resource development.
- ◆ Include "Alumni News" in every issue of the *Wohelo*.
 - ◆ Offer planned giving information and education ("How-to...") in the *Wohelo*.
 - ◆ Continually educate and update alumni about Camp Fire and council programs, activities, resources, fundraising and volunteer opportunities.
 - ◆ Encourage and recognize alumni participation in council activities and special events.
 - ◆ Give alumni opportunity to join Camp Fire by mailing registration forms annually.
 - ◆ Promote membership and participation in the "Circle of Friends."
- VII. A comprehensive database will allow the council to maximize identification and cultivation of donors.
- ◆ Review software annually to ensure that it fits the council's current needs.
 - ◆ Provide adequate staffing to maintain database.
 - ◆ Donor records will be held in strict confidentiality.

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Donation acknowledgment practices:

- 1) Official acknowledgement letter for donor to use for income tax purposes – sent within 48 hours of receipt of donation
- 2) Handwritten thank you note from board member or officer
- 3) Listing in annual report
- 4) Listing in Council newsletter
- 5) Year end letter to all donors thanking for support during the preceding year
- 6) Special appeal thank you – an example is the post-camp thank you card to camp scholarship donors
- 7) Letters and notes of thanks from children and youth