

2024 Agency Endowment Engagement

Objective

- Encourage nonprofit organizations to establish and/or grow their endowment funds with the Community Foundation, fostering long-term sustainability and amplifying their impact on southeast Michigan.

Target Audience:

- Nonprofit organizations in southeast Michigan, including those without existing endowment funds, and those considering expansion.

Theme

- **Cultivating the Future with Nonprofit Endowment**

Overview:

- The "Cultivating the Future" campaign aims to forge partnerships with nonprofit organizations in southeast Michigan, emphasizing the benefits of establishing or expanding their endowment funds with the Community Foundation. Through collaborative efforts, the campaign seeks to create lasting positive change in the community.

Key Messages:

- **Sustainability through Endowments**
 - Highlight the stability and sustainability that endowment funds provide to nonprofit organizations, ensuring ongoing support for their missions with grants for general operating costs.
- **Enhanced Community Impact**
 - Emphasize the collective impact of nonprofits working together with the Community Foundation, creating a stronger and more resilient southeast Michigan.
- **Partnership Opportunities**
 - Showcase the opportunities for collaboration and support available to nonprofits through the establishment or growth of endowment funds such as CGA's and other products.

Campaign Components and Tactics:

- **Workshop Series:**
 - Conduct a series of workshops for nonprofit leaders, providing insights into the benefits and processes of creating and managing endowment funds
 - Nonprofit Endowment Update 2024 (Agency 101) Event
 - Marketing Your Nonprofit Endowment Workshop
- **Success Stories:**
 - Share success stories of nonprofits that have benefited from endowment funds, illustrating the positive outcomes and long-term impact on their missions.
 - Two Agency Endowment Stories (blogs/videos)
- **Customized Consultations:**
 - Offer personalized consultations to nonprofit organizations to explore tailored approaches to establishing or growing their endowment funds.
 - Create Nonprofit Endowment Meeting Request Links
 - Create "Endowment Goals" Worksheet
- **Educational Webinars:**
 - Host webinars to educate nonprofits on the advantages of endowments, financial planning, and the resources available through the Community Foundation.
 - Introduction to Nonprofit Endowment Webinar
 - Ad buys on social and/or relevant publications
 - Have a top-level speaker
- **Nonprofit Endowment Collateral:**
 - Create digital and print materials with information on nonprofit endowment such as downloads, brochures, and automated emails.
 - New Agency Onboarding Email Series
 - Agency Website Updated
 - Toolkit/Resources For Agencies
 - Importance of Endowment One-Pager

Campaign Ask:

- Encourage nonprofit organizations to explore the establishment or growth of endowment funds with the Community Foundation, enhancing their capacity to serve and impact southeast Michigan.

Call to Action:

- Explore the possibilities of establishing or growing your nonprofit endowment fund with the Community Foundation. Join us in fostering a legacy of lasting positive impact, preparing your organization to thrive beyond the present and endure for generations to come.

KPIs (Key Performance Indicators):

- **Website:**
 - Monthly website traffic to agency pages
 - Average time spent on the website
 - Bounce rate
 - Downloads
 - Contact Form Submissions
 - Meeting Requests
- **Email Marketing:**
 - Open rates
 - Click-through rates
 - Subscribe rates
- **Webinars and Workshops:**
 - Attendance rates
 - Participant engagement (questions, polls)
 - Post-event survey feedback

Metrics of Success:

- Increase engagement by agencies with the community foundation
- Attendance and engagement in workshops and events
- Positive feedback and testimonials from participating nonprofits
- Having the right data for everyone