

Break Out #1 – Who C.A.R.Es?

Working Definitions:

Sponsor: A business or organization that sponsors a Kids' Chance fundraising event.

Participant: A person or organization who gathers and follows up with a group of people to attend a Kids' Chance fundraising event.

Supporter: A individual or family who could regularly support Kids' Chance financially.

Faithful Friend: A person where we notice that relationship and support between our organization and their life is increasingly mutual.

Capacity – How much financial support do you think this person could give to Kids' Chance on a yearly Basis?

- Less than \$500
- Between \$500-\$2,500
- Between \$2,500-\$10,000
- Greater than \$10,000

Attributes - What type of personal attributes does this person demonstrate?

- Does this person love you?
- Does this person love your community?
- Does this person love your mission?
- Does this person have a generous spirit?

Relationship - What type of relationship do you have with this person?

- Have you had a personal interaction with the person in the last 6 months?
- Have you interacted on social media, via phone/text with them in the last 12 months?
- Do you see this person at least once/month?
- Will this person call you back if you leave a voicemail?
- Did this person have an influential role in your life?

Engagement - What type of engagement does this person have with the organization?

- Sponsor
- Participant
- Supporter
- Faithful Friend

With C.A.R.E in mind, who might we invite into a closer relationship with Kids' Chance?

Current Financial Supporters & Faithful Friends – Who needs more robust follow up and relationship development this year? Who can go from Sponsor to Participant to Supporter to Faithful Friend? Write them down:

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Future Sponsors - What local businesses or organizations do I know who may want to partner with Kids' Chance in a new way and sponsor a fundraising event? Write them down:

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Future Participants: Who (person or organization) may want to participate in gathering a group of people to attend and follow up with a Kids' Chance fundraising event? Write them down:

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Future Supporters - Who (individual or family) do I know who might want to regularly support Kids' Chance as a financial supporter? Write them down:

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Breakout #2

Write Out the Fundraising Activities you *already have* planned for the next 12 months.

- Events
- Corporate Sponsor Work
- Fundraising Letters

Examples - Increasingly Personal Invitations toward Deeper Connection:

- Media Message
- General Email/Letter
- Personal Email/Communication
- Personal Text Message
- Phone Call
- Inside Scoop Meeting
- One-on-One In Person Meeting
- Shared Meal
- Shared Experience

Our Invitations:

- Would you consider **sponsoring** a Kids' Chance event as a business or organization?
- Would you consider **participating** by gathering a group of people to attend a Kids' Chance event?
- Would you consider regularly **supporting** Kids' Chance as a financial supporter?

What strategic activities can you add in that will help you move people closer to your work?

Q1 – Inviting & Confirming Season #1 (2 Activities in each category)

- **Sponsors**
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 -
- **Participants**
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 -
- **Supporters**
 -
 -
- **Faithful Friends**
 -
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Q2 - Telling the Story Season (2 Activities in each category)

- **Sponsors**
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- **Participants**
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 -
- **Supporters**
 -
 -
- **Faithful Friends**
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Q3 - Inviting & Confirming Season #2 (2 Activities in each category)

- **Sponsors**
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 -
- **Participants**
 -
 -
- **Supporters**
 -
 -
- **Faithful Friends**
 -
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Q4 - Thanking & Celebrating Season (2 Activities in each category)

- **Sponsors**
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- **Participants**
 -
 -
- **Supporters**
 -
 -
- **Faithful Friends**
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