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Summary—Keys to Building Your Nest

Make It Happen!

Creating a successful organization depends, in part, on raising enough funds for the group to accomplish its objectives. The many success stories provided in this book suggest that the options open to Friends groups are fairly limitless. Some ideas presented in this book may be very easy for your group to implement right away, while others will require more effort. Regardless, it's important to remember that building your group's nest egg will take time and determination. As you consider how to build your foundation for the future, remember these key points:

- ❑ **Fundraising is all about making *friends*.** Relationships are key to your organization's success—place friendship building at the top of your priority list as you plan all of your group's activities.
- ❑ **The Friends/Refuge relationship is also critical to a group's fundraising success.** A good relationship, where the staff and Friends members are working together toward mutual goals, will ensure that the group can meet its obligations to its members and donors.
- ❑ **Getting your house in order will give your group the stability and reliability it needs to attract donors.** Good management systems, a plan of action, people to do the work—all are important to achieving success. Plan for the future from the start and you'll increase your ability to meet the needs of your members and donors.
- ❑ **Decide what's right for your group.** There are many ideas presented throughout this book; and some will work better in your community than others. Take the time to consider what makes sense for your group before deciding on a plan of action.
- ❑ **Remember, small steps lead to huge successes.** The work ahead of your group may seem daunting! Don't let this deter you from taking small steps toward the future. You don't need to do everything at once—take the baby steps and celebrate each success! In time, your group will be making great strides.
- ❑ **Have fun!** You'll make lots more friends and hold onto them longer if your group is involved in activities that people enjoy. Plan to focus lots of attention on celebrating successes and celebrating the people that contribute their time and money. Not only will these celebrations make everyone feel good, they'll attract attention to your group and draw new members and donors.

About the Author:

Beverly Heinze-Lacey began her career as a volunteer refuge activist in 1992 when she joined the newly forming Friends of Parker River NWR in Massachusetts. She is currently a member of its Board of Directors and acted as president for five years (1992 – 1997). In 1996, Ms. Heinze-Lacey instituted the National Wildlife Refuge Association's Friends Initiative, and provided consultation through 1999. Ms. Heinze-Lacey has designed training programs, offered technical support to refuge Friends groups, and conceptualized and edited the widely acclaimed handbook, *Taking Flight: An Introduction to Building Refuge Friends Organizations*, a 1997 publication of the National Wildlife Refuge Association and the US Fish and Wildlife Service (FWS). Ms. Heinze-Lacey received a Citizen Achievement award in 1995 from the FWS for her efforts in promoting and supporting refuge Friends groups. Currently, she is working on a number of Friends projects with the FWS while raising her two children, Max and Kate, with the help of her husband Jim.

About the Publishers:

The National Wildlife Refuge Association is the only national membership organization dedicated solely to protecting and perpetuating the National Wildlife Refuge System. Our mission is to preserve and enhance the integrity of the nation's largest network of lands and waters set aside primarily for the benefit of wildlife. We advocate increased Congressional funding and improved policies to maintain a healthy and properly managed wildlife refuge system capable of sustaining diverse plants and wildlife. Combining a Washington, DC headquarters, regional representatives and members from around the country, the NWRA is a leader, mobilizing citizen support for refuges. The National Wildlife Refuge Association works to ensure that our national system of wildlife refuges is protected today and for generations to come.

The US Fish and Wildlife Service is the principal Federal agency responsible for conserving, protecting, and enhancing fish, wildlife and plants and their habitats for the continuing benefit of the American people. The Service manages the 93-million-acre National Wildlife Refuge System of more than 520 national wildlife refuges, thousands of small wetlands, and other special management areas. It also operates 66 national fish hatcheries, 64 fish and wildlife management assistance offices and 78 ecological services field stations. The agency enforces Federal wildlife laws, administers the Endangered Species Act, manages migratory bird populations, restores nationally significant fisheries, conserves and restores wildlife habitat such as wetlands, and helps foreign governments with their conservation efforts. It also oversees the Federal Aid program that distributes hundreds of millions of dollars in excise taxes on fishing and hunting equipment to state wildlife agencies.

Reference List

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- Dalsimer, John Paul. (1996). *Understanding nonprofit financial statements: a primer for board members*. National Center for Nonprofit Boards.
- Dubois, Barbara R. (1999, Summer). Recruiting and retaining friends. *Friends Flyer*, 2, (1).
- Flanagan, Joan. (1995). *The grass roots fundraising book: how to raise money in your community*. Chicago: Contemporary Books.
- Heinze-Lacey, Beverly & Mehaffey, Margaret (Eds.). (1997). *Taking flight: an introduction to building refuge friends organizations*. Washington, DC: National Wildlife Refuge Association.
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- Institute for Conservation Leadership. (1999, October). Fundraising for Refuge Support Groups. *Friends Academy*. Materials presented at the National Wildlife Refuge Association Refuge Friends training workshop.
- Kiritz, Norton, J. (1985, May/June). The Grantsmanship Center's Guide to Proposal Writing. *The Grantsmanship Center News*.
- Klein, Kim. (1996). *Fundraising for Social Change* (3rd ed.). Berkley: Chardon Press.
- Krival, Molly. (1996, May). *Cooperating Associations*. Materials provided at a training workshop presented by the National Education and Training Center and the Division of Refuges, Denver, Colorado.
- M. Booth and Associates, Inc. (1995). *Promoting issues and ideas: a guide to public relations for nonprofit organizations* (2nd ed.). New York: The Foundation Center.
- Public relations: a tool for successful advocacy. (1998). National Wildlife Refuge Association *Friends Flyer*, 2 (1).
- O'Connell, Brian. (1993). *The Board Member's Book* (3rd ed.). New York: The Foundation Center.

Olenick, Arnold J. and Philip R. Olenick. (1991). *A nonprofit organization operating manual: planning for survival and growth*. New York: The Foundation Center.

Robinson, Andy. (1996). *Grassroots grants: an activist's guide to proposal writing*. Berkley: Chardon Press.

Seltzer, Michael. (1987). *Securing your organization's future: a complete guide to fundraising strategies*. New York: The Foundation Center.

Simpson, Cheryl. (1994, August). Getting started. *Enter the Entrepreneur*, Training workshop conducted on cooperating associations, Tampa, Florida.

Smith, Bucklin and Associates. (1994). *The complete guide to nonprofit management*. New York: John Wiley and Sons, Inc.

Wolf, Thomas. (1990). *Managing a nonprofit organization*. New York: Simon and Schuster.

Resources

Refuge Support Group (Friends) Partners:

The following four organizations manage various programs offered to Refuge Support Groups. Program coordinators at each of these organizations can assist groups with their fundraising, organizing, and training needs. National Wildlife Refuge Association and National Audubon Society each have helpful electronic mailing lists for groups to use in networking; contact them for information.

National Audubon Society, 1901 Pennsylvania Ave, NW, Suite 1100, Washington, DC 20006. Telephone: 202- 861-2242.

Website: www.audubon.org/campaign/refuge.

National Wildlife Refuge Association, 1010 Wisconsin Ave, NW, Suite 200, Washington, DC 20007. Telephone: 202-333-9075. Website: www.refugenet.org. Copies of *Taking Flight and Building your Nest Egg* may be obtained from this office.

US Fish and Wildlife Service, Division of Refuges, 4401 N. Fairfax Dr., Rm 670, Arlington, VA, 22203. Contact the Refuge Support Group Coordinator. Telephone: 703-358-2303. Website: www.fws.org. Copies of the *Refuge Support Group Directory, Taking Flight and Building Your Nest Egg* may be obtained from this office.

National Fish and Wildlife Foundation, 1120 Connecticut Ave, NW, Suite 900, Washington, DC, 20036. Telephone: 202-857-0162. Website: www.nfwf.org. Offers a variety of grant programs, many of which are applicable to Refuge Support Groups. See their website for detailed information. In addition, the Foundation offers a loan program that groups may use in starting a Cooperating Association.

Other Resource Organizations:

The Environmental Support Center, 4420 Connecticut Ave, NW, Suite 2, Washington, DC 20008-2301. Telephone: 202-966-9834. Website: www.envsc.org. Provides funds for grassroots groups to hire consultants and attend trainings. Also offers a low-interest loan program.

The Foundation Center, 79 Fifth Ave, New York, NY 10003.

Telephone: 212-620-4230. Website: www.fdncenter.org. Provides information on where to go in your state to do fundraising research and includes links to other useful sites.

The Grantmanship Center, 1125 Sixth St, 5th Fl, PO Box 17220, Los Angeles, CA (0017. Telephone 21-3482-9860. Website: www.tgci.com. Conducts workshops in proposal writing, publishes a magazine and other low-cost publications.

The Independent Sector, 1828 L St, NW, Washington, DC 20036. Telephone: 202-223-8100. Website: www.indepsec.org. Publishes a variety of papers and books for nonprofits. The group is composed of representatives of nonprofits, monitors IRS regulations, new legislation and postal rates affecting nonprofits. The website offers useful information for groups getting started with fundraising.

Institute for Conservation Leadership, 6930 Carroll Ave, Suite 420, Takoma Park, MD 20912. Telephone 301-270-2900. Website: www.icl.org. Offers a variety of training opportunities and consultation for environmental nonprofit organizations.

National Center for NonProfit Boards, Suite 900, 1828 L St, NW, Washington, DC 20036-5104. Telephone: 800-883-6262. Website: www.ncnb.org. Offers a variety of publication on managing and raising funds for nonprofit organizations. Their comprehensive website includes useful information for nonprofit groups.

The Society for NonProfit Organizations, 6314 Odana Rd, Suite 1, Madison, WI 53719. Telephone: 608-274-9777. Website: <http://danenet.wicip.org/snpo>. Serves as a resource for nonprofit boards, staff and volunteers. Publishes a magazine on nonprofit issues and a monthly report on funding opportunities.

The Taft Group, 27500 Drake Rd, Farmington Hills, MI 48331-3535. Telephone: 800-877-3238. Website: www.taftgroup.com. Offers a variety of books on fundraising from individuals, corporations and foundations, board development, direct mail, and volunteer programs.

Books:

Authors Note: The reference list includes a number of excellent resources. If your group plans to engage in serious fundraising, I highly recommend you obtain the following:

Beamish, Richard. (1995). *Getting the word out in the fight to save the earth*. Baltimore: The Johns Hopkins University Press.

Flanagan, Joan. (1995). *The grass roots fundraising book: how to raise money in your community*. Chicago: Contemporary Books.

Klein, Kim. (1996). *Fundraising for social change* (3rd ed.). Berkley: Chardon Press.

Robinson, Andy. (1996). *Grassroots grants: an activist's guide to proposal writing*. Berkeley: Chardon Press.

Additional Reading:

Author's note: The following have been recommended by Friends group members as being helpful resources:

Hale, Robert, Marshall, Allen, & Curwen, Ginger. *A manual on bookselling: how to open and run a bookstore* (4th ed.). Tarrytown: The American Booksellers Association.

Rossi, Graciella. (1996) *Greening the grassroots: how wildlife and habitat organizations can write winning grants*. Wildlife Network and Humane Society of the United States.

Schaff, Terry & Schaff, Doug. (1999) *The fundraising planner.- a working model for raising the dollars you need*. Jossey-Bass Publishers.

White, Ken and White, Francis. *Independent bookstore planning and design*. Westwood: St. Francis Publication.

Publications:

The Chronicle of Philanthropy, PO Box 1989, Marion, OH 43306-2089.

Website: www.philanthropy.com. Provides a biweekly publication listing of what's new in the nonprofit world, training opportunities, and grantmaking information. This is the leading fundraising tool used by professionals.

The Non-Profit Times, PO Box 403, Hopewell, NJ 08525-0408. Telephone:

609-466-4600. Website: www.nptimes.com. Offers a monthly newsletter for nonprofit groups.

Publishers:

Chardon Press, 3781 Broadway, Oakland, CA 94611.

Telephone: 888-458-8588. Website: www.chardonpress.com. Their useful website lists books and other resources on fundraising and organizing for social change.

Oryx Press, PO Box 33889, Phoenix, AZ 85067-3889.

Telephone: 800-279-6799. Website: www.oryxpress.com. Publishes a variety of books on grantwriting and fundraising.

Precept Press. PO Box 11403, Dept. WD, Chicago IL 60611.
Telephone: 800-225-3775. Website: www.bonus-books.com. Various books are available on fundraising. Call or write for a catalog.

Videos:

Klein, Kim. *Grassroots Fundraising Series*. Headwaters Fund, 122 W. Franklin Ave, Suite 518, Minneapolis, MN 55404. Telephone: 612-879-0602. This is an *excellent* video that covers a wide variety of fundraising topics for nonprofit groups. Cost is 0.1% of your annual budget (range \$25-\$400).

Other Useful Websites:

www.mapnp.org/library. Provides a library of popular topics useful to nonprofit groups. This is an excellent site that offers articles, links, book listings and the like.

www.nonprofits.org/npofaq/ Provides information on everything from advocacy to volunteer recruitment.

www.nutsbolts.com/resource Contains a grantwriting tutorial.

