



Social Enterprise Accelerator 2021

Fundraising Support Information Session

November 9, 2021
3:00 – 4:00 PM

No Margin,
No Mission.

Your double
bottom line
matters.

Leonard

1

Welcome SEA “Super Six”!

CT Data Collaborative
End Hunger CT!
Hartford Food System
Health Equity Solutions
Noah Webster House & West Hartford Historical Society
YWCA Hartford Region

- Zoom logistics
- Goals for today’s session
- Deadline for deciding about fundraising support – Fri, Nov 12 by 5:00 PM
- Thank You – Mike, Larry
- Introduce Sara Leonard, Sara Leonard Group

2

CENTER

RACE & EQUITY IN EDUCATION

"Sara was practical, methodical and inspirational. We met weekly with her, and she tailored her advice into smaller tasks so we could accomplish a large goal more easily. Even though we were experienced fundraisers, we had to work in new ways to gain support for this venture, and Sara showed us how. We were a better organization for having worked with her!"

Kate Gervais, RE-Center

3



"As a small organization with no full time fund development staff, we would never have been able to raise the money we raised without Sara's help. From helping us target both our message and our audience to helping prepare our Fast Pitches, her advice and support helped us long after her formal assistance was over. I wouldn't consider tackling a social enterprise project without her guidance."

Julie Peters, Brain Injury Association

4



New Horizons Village • Cherry Brook Health Care Center • New Horizons Middlebury

“Sara Leonard was absolutely wonderful to work with, and we truly benefited from her expertise. She was super helpful in reviewing fundraising letters and providing valuable suggestions. I would highly recommend Sara to other Social Enterprise Accelerator groups!”

Stephanie Tetreault, New Horizons

5

The Full SEA 2021 Initiative At-A-Glance

Business Plan Development, Implementation, and Tracking / Monitoring

Nov 2021 – Feb 2022

Jan 26, 2022

Mar 1 and Mar 9, 2022

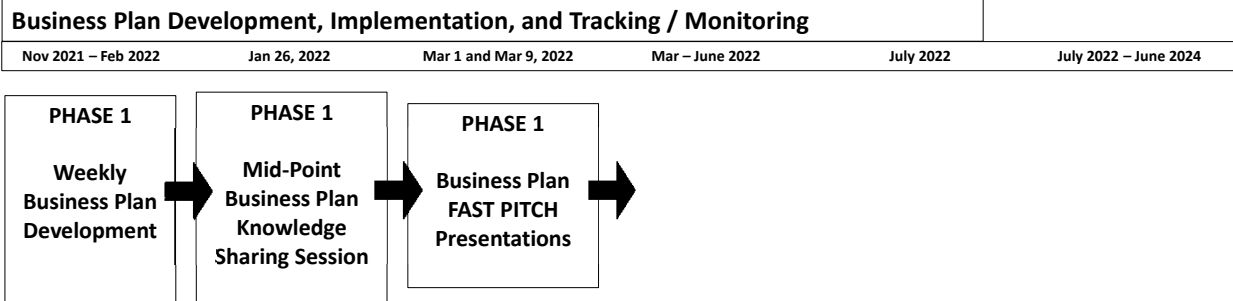
Mar – June 2022

July 2022

July 2022 – June 2024

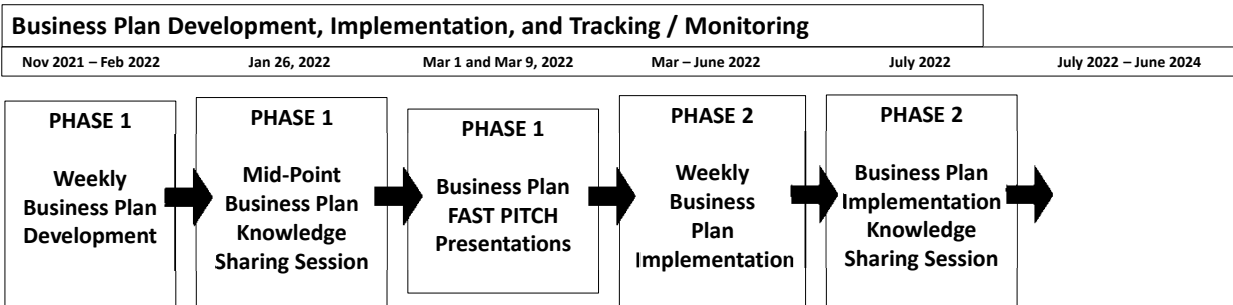
6

The Full SEA 2021 Initiative At-A-Glance



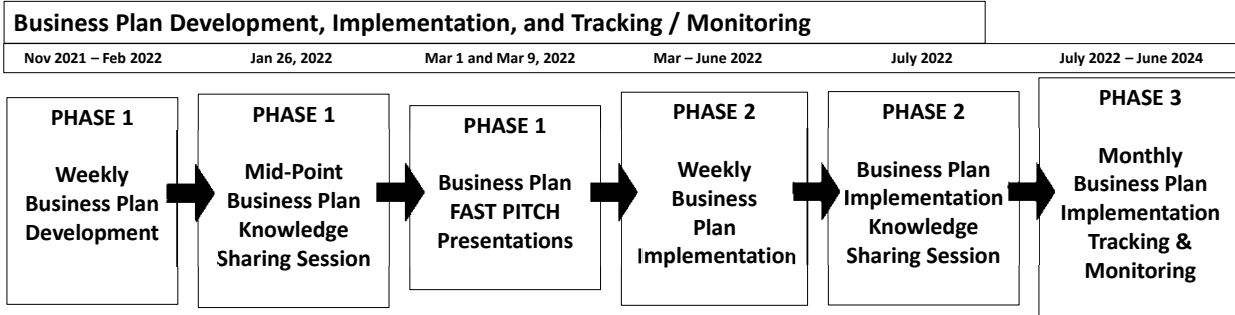
7

The Full SEA 2021 Initiative At-A-Glance



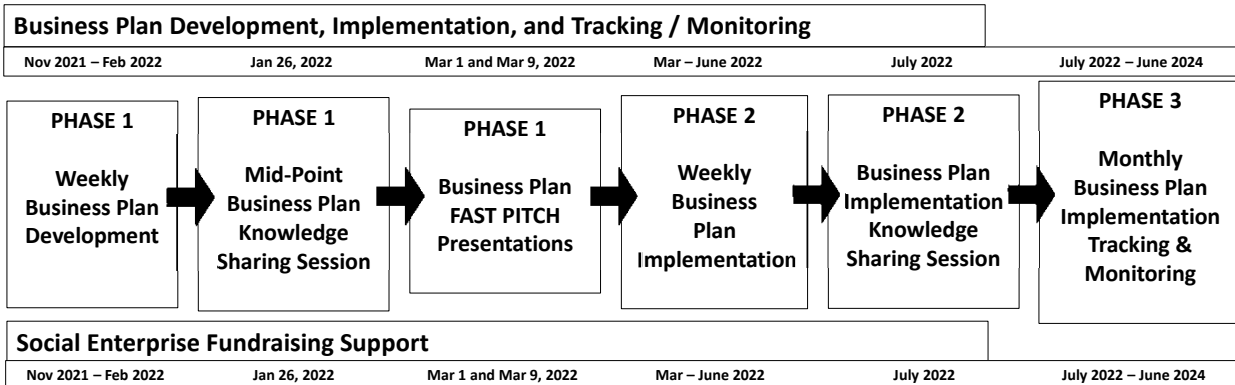
8

The Full SEA 2021 Initiative At-A-Glance



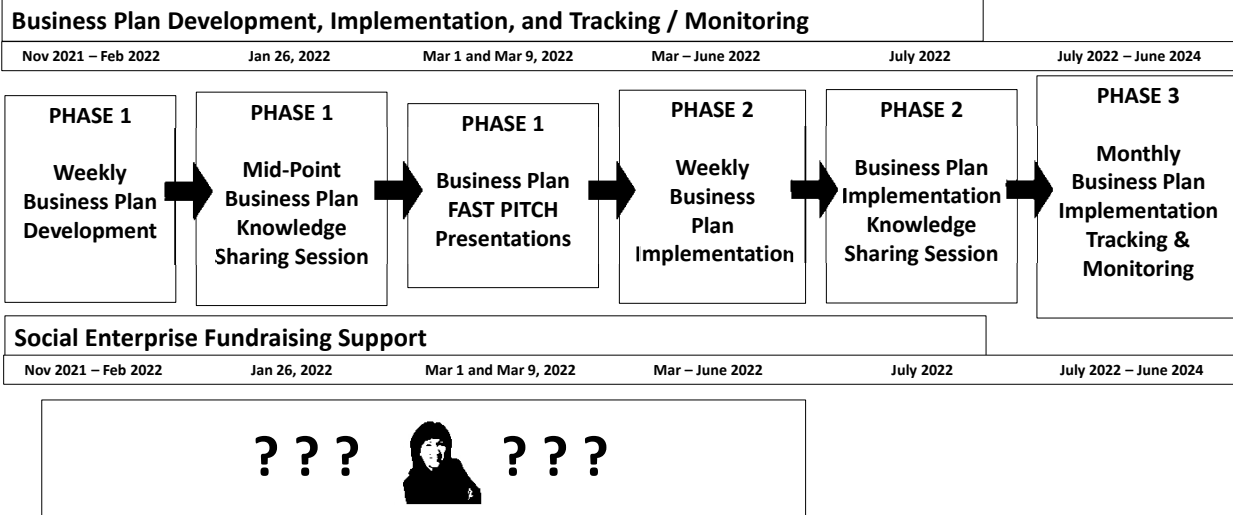
9

The Full SEA 2021 Initiative At-A-Glance



10

The Full SEA 2021 Initiative At-A-Glance



11

Poll Question 1

How strong do you feel fundraising is in your organization?

- Extremely strong
- Strong
- Neutral
- Not strong
- Don't do any fundraising

12

Poll Question 2

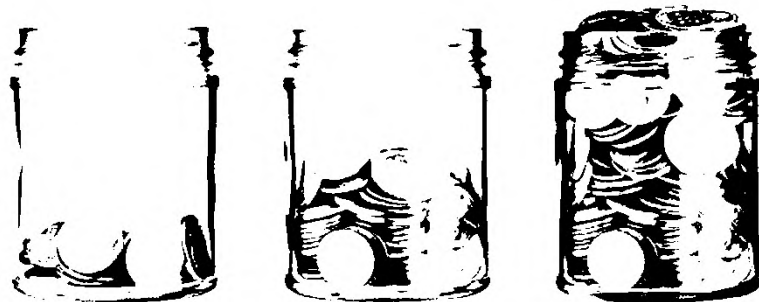
How ready do you feel to fundraise for your social enterprise?

- Fully ready, let's get started today
- Not ready but we can get there
- Doubtful we'll ever be ready
- Sure that we will never be ready

13

Social Enterprise Fundraising Support

- Process
- Structure
- Timing



14

Social Enterprise Fundraising Process

Case for support

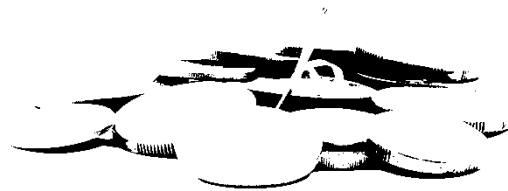
- Talking points
- Prepare for conversations

Prospect list

- Recruiting the team
- Cultivating
- Preparing for Fast Pitch invitations

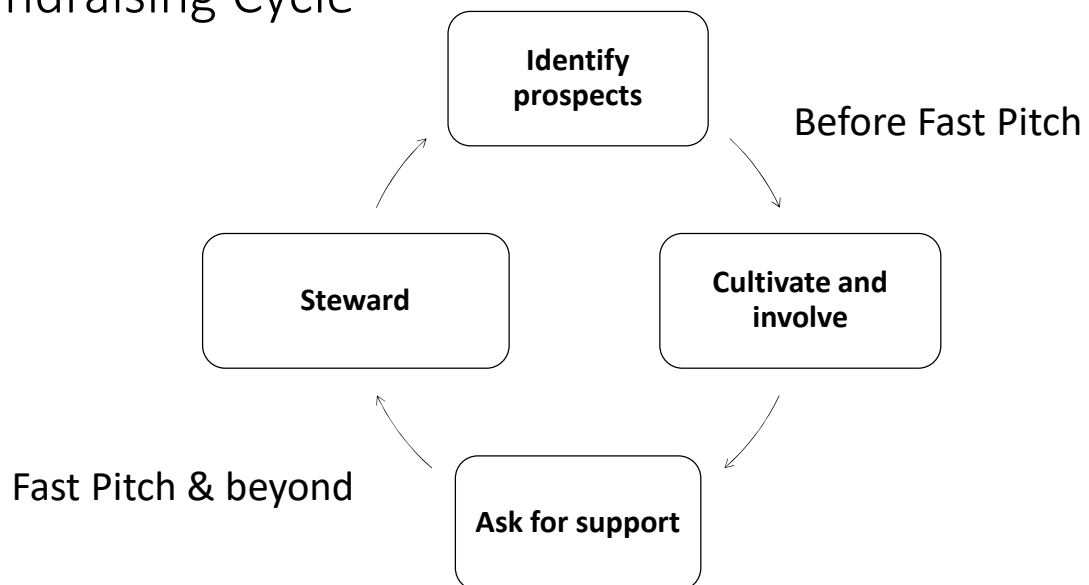
Solicitations

- Fast Pitch
- Closing the gifts



15

Fundraising Cycle



16

Structure of Fundraising Support

Bi-weekly Zoom meetings

- Questions in between
- Coaching, guiding

Coordination with No Margin, No Mission



17

Timing of Fundraising Support

Initial meeting with ED/CEO

December 1 meetings

January 2-3 meetings

February 2-3 meetings

Fast Pitch

March 2 meetings

April 2 meetings



18

Wrap Up and Q&A

Deadline for deciding about fundraising assistance:
Friday, November 12

Email Meher, mshulman@hfpg.org

19

Questions?



20