

Tips for local engagement

Numbers tell, but stories sell! In other words, when talking to potential partners, sponsors, and donors, share a real story about a person who was impacted by your work.

Develop a list of potential local funding bodies

- Development services can help you get started—just ask.

Meet key locals and get them to talk about THEIR interests...where do your interests overlap?

- No one likes to make cold calls. Find someone to make an introduction for you. If you know the foundation director at a certain hospital, ask them if they know their counterparts in key community funding groups and if they would introduce you.
- Make your initial meetings about THEM. If they are a funder or sponsor in the community, ask them for an example of a success they have funded. What do they feel makes a successful partnership or sponsorship? What represents success to them? The answers will help you understand their interests and help you craft the right message and proposal.
- Invite the public affairs or community director from your local television station to lunch. Ask what they like to feature and who they have enjoyed working with—and why.
- Invite community foundation CEOs/Directors to lunch or a tour. Ask them about what they are funding and their interests.
- Invite media and local representative members (County Board, other elected representatives and staff) to your events - field days, workshops, etc.
- Never leave a meeting without something - it could be referrals to others they think might be interested in your work, or a next meeting or

What do I do if I don't spend donated funds?

- If money doesn't get used as originally planned or if there are significant delays, talk to the donors to that fund. Donors appreciate transparency and will usually be okay with a delay or approving a different use for their money.

Think Broadly

- Remember you are part of a larger UC ANR Team, so even if your "new" contact doesn't work in your area, look for potential linkages with others in the organization.



In the world of fundraising – stories beat facts. Talk about a person or group that is better off because of your work – be specific! Note how they are better off!