

## **CVC Philanthropy Success Story Achievement Award Application**

**Title:** "Need Some Funds Email Group"

**Sponsoring Foundation:** Maquoketa Area Community Foundation

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### **Need Some Funds Email Group**

In an effort to be a leader and to be seen as a collaborator rather than a competitor, the Maquoketa Area Community Foundation established the "Need Some Funds Group." The group is an email list of 64 non profit organizations, their board members, friends, and those seeking funding for various causes and organizations. The list started with 19 contacts and continues to grow.

When the foundation learns of a potential funding source it emails a message to the group. In the subject it will have something like, "Wellmark Grant Deadline Nears" or "Grants for Environmental Projects Available."

In the body of the message the name of the funding source along with a link to their website is provided. A brief description of what the funder is looking to fund along with deadline information is included. The non profit organization is instructed to investigate the potential funding source via the website and to follow up with a phone call to the funder for additional information.

Several of our non profits have indicated that they learned of new sources to apply to from the group. One organization learned about the Ronald McDonald House Charities program from the group, they applied and were awarded a \$10,000 grant. Another organization learned about funding from Alliant Energy and was awarded a \$5,000 grant.

This is actually a great public relations and marketing tool for the foundation. The foundation is seen as a leader in helping build community capacity in the county. The foundation also emails the group the foundation's grant information and this group list was used to make contacts for the County Endowment Fund legislation earlier this year.

**\*\*Note: A sample "Need Some Funds" email message is attached.**

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