

Kansas Big Brothers Big Sisters

Addressing the Burning Platforms of Fund Development Utilizing BFKS as a Case Study

Dan Soliday

Chief Executive Officer

&

Mary E Shannon

Chief Development Officer



Beating the Dead Horse

The Dead Horse Theory

The tribal wisdom of the Dakota Indians, passed on from generation to generation, says that, “When you discover that you are riding a dead horse, the best strategy is to dismount.”

However, in modern business, education and government, a whole range of far more advanced strategies are often employed, such as:

- Buying a stronger whip
- Changing riders
- Threatening the horse with termination
- Appointing a committee to study the horse
- Arranging to visit other countries to see how others ride dead horses
- Lowering the standards so that dead horses can be included
- Re-classifying the dead horse as “living impaired”
- Hiring outside contractors to ride the dead horse
- Harnessing several dead horses together to increase the speed
- Providing additional funding and/or training to increase the dead horse’s performance
- Declaring that as the dead horse does not have to be fed, it is less costly, carries lower overhead, and therefore contributes substantially more to the bottom line of the economy than do some other horses
- Re-writing the expected performance requirements for all horses
- Promoting the dead horse to a supervisory position of hiring another horse



Drawing: Kevin Nicoll

KSBBBS

Our Recent Story & Burning Platforms



Piper Alpha Oil Drilling Platform – July 6, 1988

- 167 dead
- Worst offshore catastrophe in history
- 4 chose imminent death over possible death
- “It was either jump or fry.” (Andy Mochan, superintendent, Piper Alpha)
- The KSBBBS Story
 - Strong network, but loosely connected
 - Loss of \$1 million in federal, state, and local funding
 - Poor morale of staff & board – Are we going to make it?
 - Communities focused on intervention (tertiary) rather than prevention because of cost-cutting
 - Statewide leadership development



KSBBBS Burning Platform #1

Leadership, Staff Placement, Training & Turnover



Leadership

- Burnout & Turnover occurs when an employee doesn't have...
 - The right talent/skills for the task
 - The right tools (computer systems/training/professional groups)
 - The right support structure (management/leadership)
- CompassPoint surveyed 2,700 NPOs in US
 - Poor morale of staff, board members and volunteers
 - 46% report development director vacancy of 6 months
 - 16% reported vacancy of DD of 2+ years
 - 50% of DD's anticipate leaving their current job in 2 years or less, citing burnout and lack of support from top down
- High turnover produces "instability with significant negative effects on the capacity of organizations."



Who do we have on staff? Are they passionate about our mission?
Do their skills/talents align with their role?
Are we providing the right training/development for their role?

KSBBBS Burning Platform #2: Revenue Diversification & Non-Sustainability

Adaptability

- Loss of \$1 million in federal, state & local government funding
 - Some communities were up to 90% reliant upon grant funding
 - State & Federal grants paid for statewide management & infrastructure
 - If we would NOT have been one organization, an estimated 50% of the communities we serve would have ceased to exist
- Nationwide (2011)
 - Individuals: \$227.41 billion (75%)
 - Foundations: \$38.44 billion (13%)
 - Bequests: \$23.80 billion (8%)
 - Corporations: \$14.1 billion (4%)

KSBBBS Burning Platform #3:

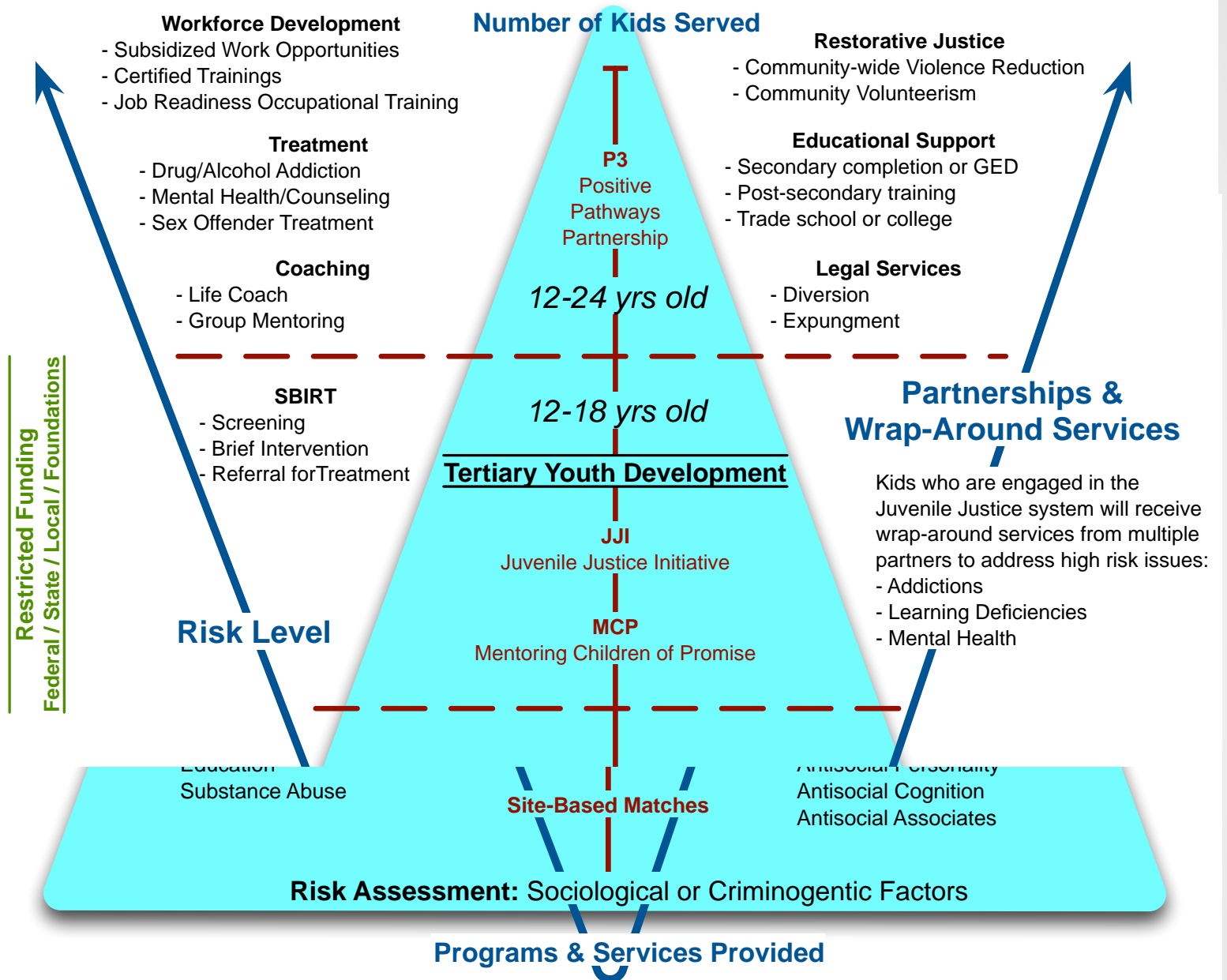
NPO Competition & Community Criticisms

Program
Capacity

- Local “mentoring” groups claiming lower cost & local control
 - Fewer restrictions/regulations/standards
 - Faith-based (a national FBO training churches & suggesting they can do one to one mentoring for \$50 per kid)
 - Group Mentoring (less expensive, still called mentoring in grants & use BBBS stats to prove mentoring is effective)
 - Other NPOs – YMCA, BGC, Goodwill, etc. see mentoring as an opportunity for funding
- Working with only young, cute kids who don’t need our services rather than older, higher risk kids
- Lack of Innovation
- There are over 1.5 million NPO’s in the US
- In Kansas from 2003 to 2013, 9% of nonprofits failed (Kansas Mentors)
- Giving USA predicts that 100,000 of the nonprofits in the US will shut down in the next two years

**National Center for Charitable Statistics*

What sets us apart from other mentoring organizations serving youth facing adversity and are we effectively communicating those differences?



Youth Intake Assessment

	Example Risk Factors	Priority Level
Criminogenic	Delinquent/in the Juvenile Justice System	Level 1: Match in community-based program within 3-6 months. Recruit “Natural Mentors”.
	Has an incarcerated parent	
	Anti-social Behavior	
	History of alcohol or drug use in the home	Level 2: Match in community (preferred) or site-based program within one year.
	History of abuse or neglect	
Sociological	Living in the foster care system	Level 3: Match in site-based (preferred) or community-based program.
	Experiencing educational difficulties/failure	
	Single-parent household	
	Living in poverty	

KSBBBS Burning Platform #4

Mentors Needed (Measurable Outcomes)

Program
Capacity

- Going to the same sources and providing the same presentations
- Making excuses for not recruiting adult mentors
- Everyone recruits mentors
- Utilize volunteers – Speakers Bureau
- The United States has a high volunteerism rate.
 - 64.3 million adults volunteered 15.2 billion hours of service, worth an estimated value of \$296.2 billion
 - The estimated dollar value of volunteer time is \$19.54 per hour (2011)



**Are we engaging potential volunteers in a way they can hear us?
What opportunities are we missing?**

The Sustainability Formula

Peter York, Senior VP and Director of Research, TCC Group



The ability to:

- Create & Sustain a Vision
- Inspire
- Model
- Prioritize
- Make Decisions
- Provide Direction
- Work Through Others

The ability to:

- Monitor
- Assess
- Respond to/Create Internal & External Changes
- Innovate

The Actual Resources:

- Skills
- Expertise
- Knowledge
- Experience
- Tools & Systems
- Structure & Facilities

The ability to:

- Use Resources Effectively & Efficiently
- Implement the program



Kansas
Big Brothers Big Sisters

All in an effort to achieve an organization's mission

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What are Your Burning Platforms?

Big Brothers Big Sisters Network?

Your Specific BBBS Affiliate?



MOVES Management

For Long-Term Sustainability and Effectiveness



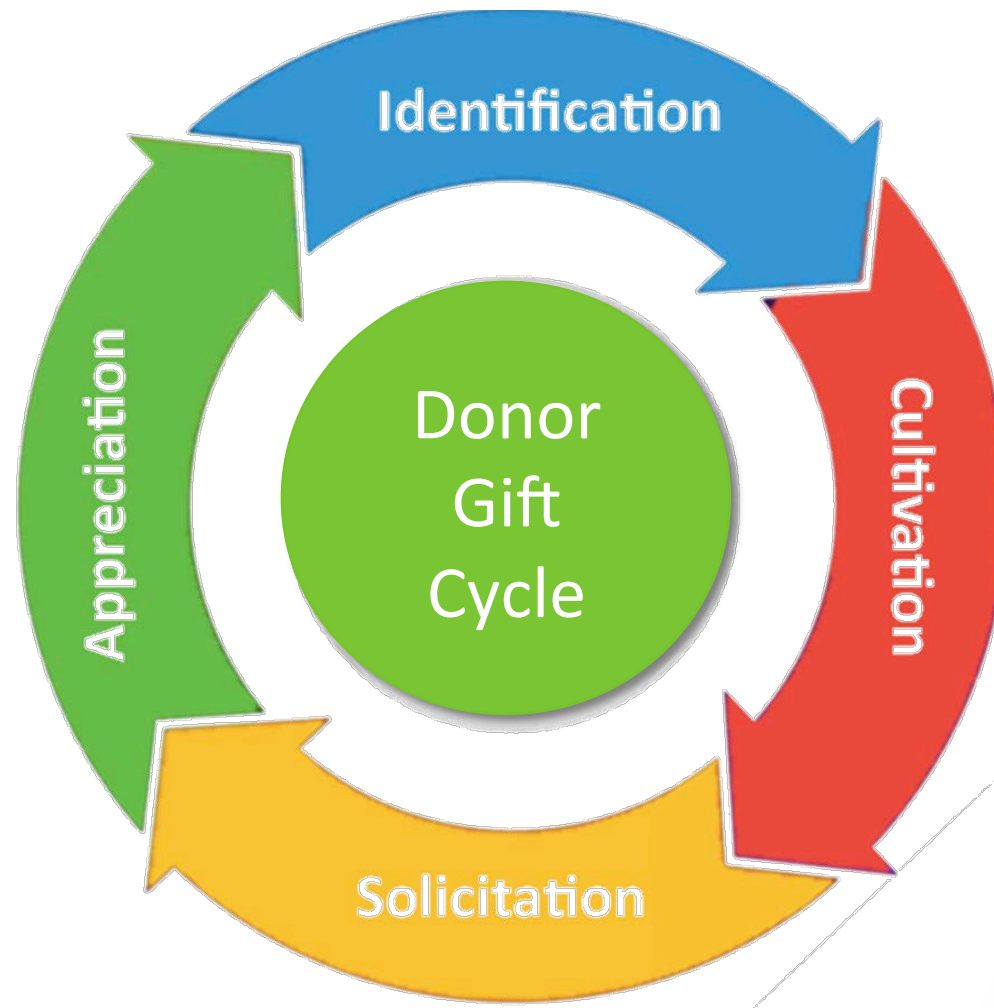
Raising DONORS

“The purpose of fundraising is not to raise money, but to raise donors. You don’t want gifts, you want givers. Cultivating these relationships with a broad base of donors takes multiple years and constant attention – difficult if not impossible with premature departures and long vacancies in the development role.” – Kim Klein, *Fundraising for Social Change*

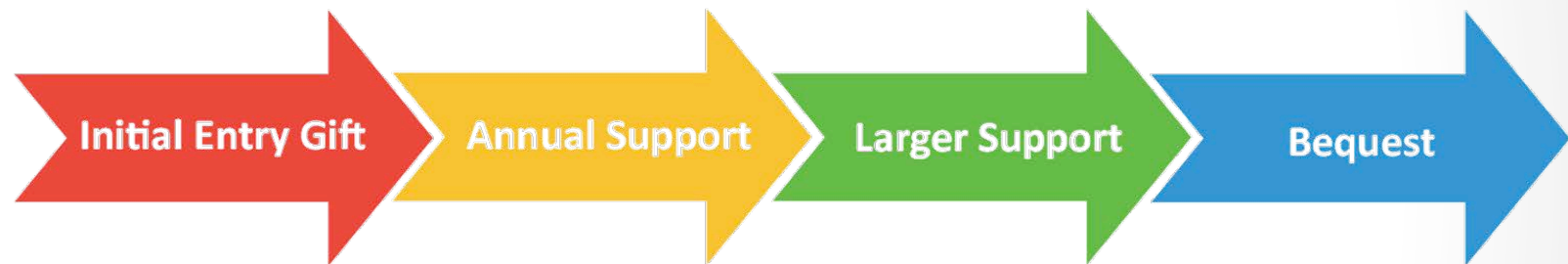
Case Study: H. Penny Mishkin

- Lifelong NY resident
- Significant opportunity to give to Columbia University in NYC
- Chose a KS organization because we followed ICOSA principles for Donor Gift Cycle

KSBBBS Donor Gift Cycle



KSBBBS Donor Life Cycle



What is MOVES Management?

- **MOVES Management** – The process by which a prospective donor is moved from cultivation to solicitation. “MOVES” are the actions an organization takes to bring in donors, establish relationships, and renew contributions.

MOVES Management

- Raise more money by building stronger relationships
- Bring more key stakeholders into the process (board, staff, executives – builds culture of philanthropy)
- Strengthens our organization by providing and ensuring sustainability through both difficult financial crises and periods of growth
- NOT a cookie cutter – MUST be Donor-Centered!
- NOT obvious to the prospect
- NOT a one-time hit and run strategy
- Should increase engagement and involvement
- Should lead to solicitation that results in a gift

MOVES Management

- Donor Centered – Focus on developing donors, not just donations
- Document – Document the relationships and MOVES made between BBBS and our donors
- Strategic Organizational Thinking – Focus at a 30,000-foot level when determining how these relationships will help not just today, but in the future
- Flexibility – Our supporters have various needs and changes in life circumstances. Our relationships should reflect that.

MOVES Management

- **Three Things to Know:**

- The donor will feel _____
- The donor will know _____
- I will know _____

MOVES Management

Engaging Staff



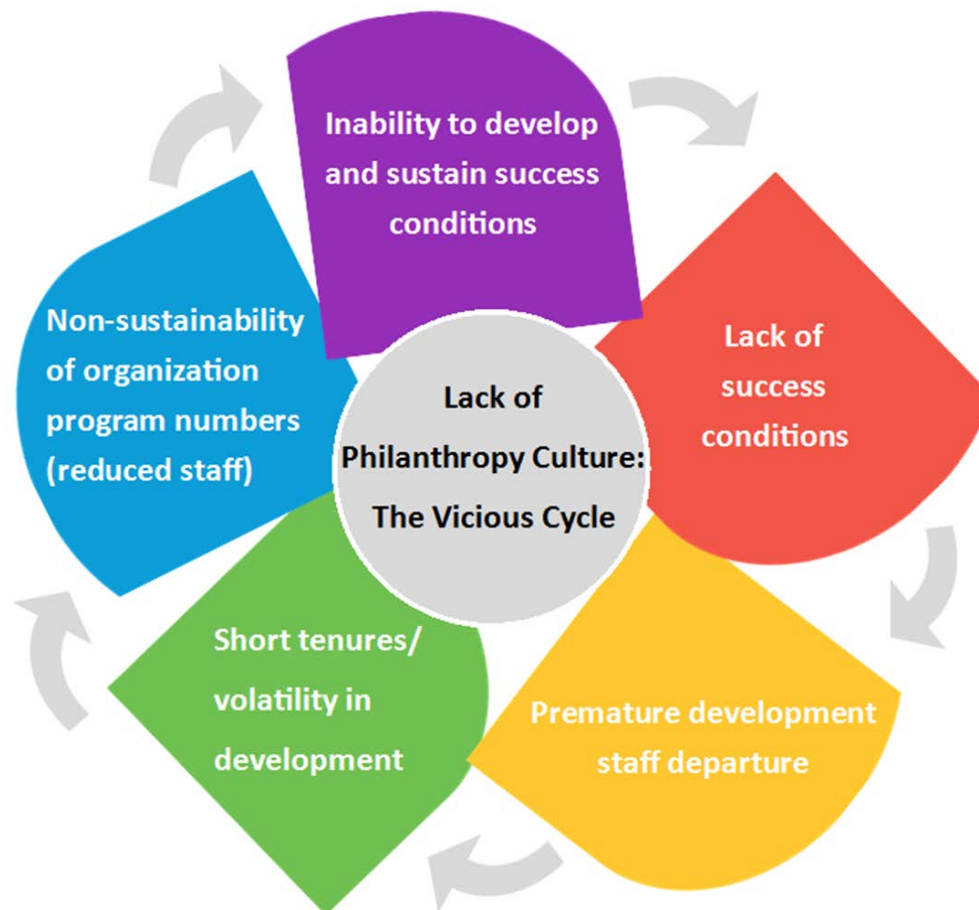
KSBBBS Burning Platform Solution:

“It’s All About Us!”

- Skilled development staff is not enough to build capacity, systems, programs and ensure sustainability
- Fund development and philanthropy must be understood and valued across the organization
- Development staff are viewed as key leaders and partners and integrally involved in planning and strategy, but EVERYONE must do their part

Lack of Philanthropy & MOVES Management Culture

The Vicious Cycle



MOVES Management

Engaging the Board of Directors &
Volunteers

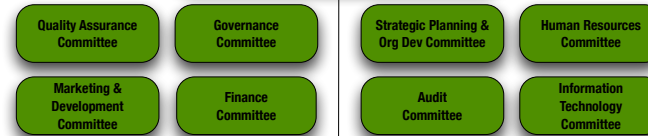


Kansas BBBS Governance / Operations / Advisory Chart

- Executive Team
- Governance Board Committees
- Area Directors (AD) / Area Program Directors (APD)
- Community Advisory Boards

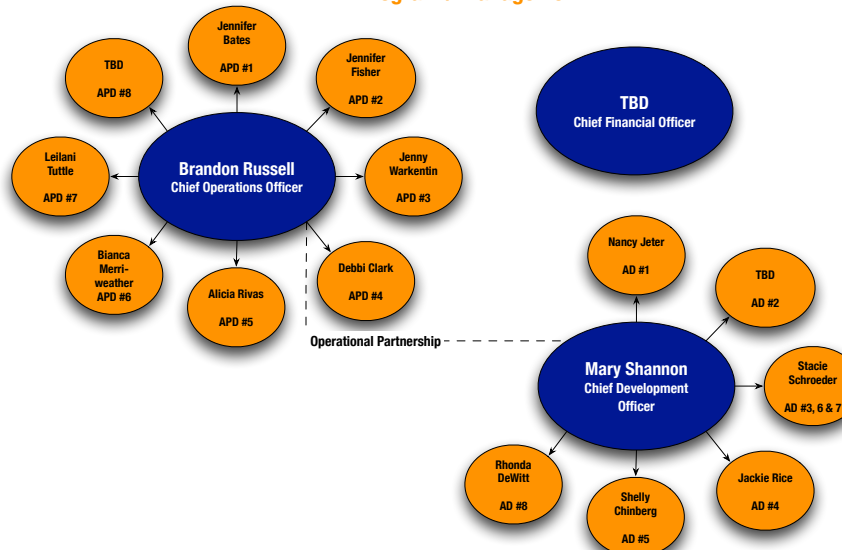
Kansas Big Brothers Big Sisters Board of Directors

Governance Strategy / Resources / Oversight

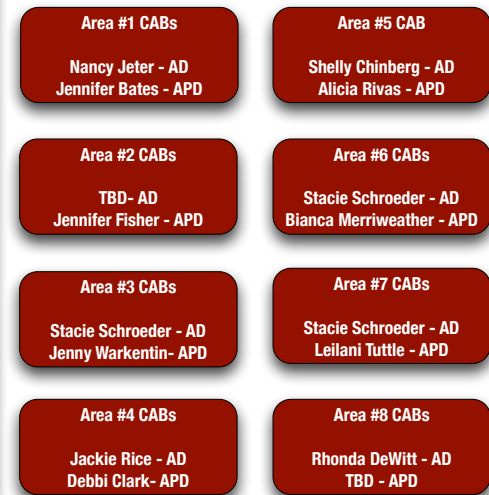


Dan Soliday
President / CEO

Operations Program / Management



Advisory Connect / Champion / Advise



KSBBBS Governance / Operations / Advisory Chart - Updated 09/15/2014

SWOT Analysis

STRENGTHS

Recognized brand (history and stability)
 Well understood/high past participation level
 Alumni
 KS high quality focus
 Second largest in nation
 Volunteer/match support
 Staff
 Volunteers
 CABs
 Service statistics
 Waiting list
 Strategic planning
 Staff investment (\$\$)
 We can change their lives
 Centralized services
 Screening process
 Community relationships and partnerships
 Social media presence
 National marketing
 Money stays in Kansas
 990
 Research
 Case statement
 Donors with capacity

WEAKNESSES

Volunteer engagement
 Case overload (ratio)
 Lack of a plan
 Brand confusion
 Beginning but not finishing
 Staff turnover
 Staff burnout
 History
 Lack of reserves
 Naysayers are gone
 Lack of consistencies
 Communication
 Lack of sharing resources
 Marketing materials
 Lack of talking points
 Not using data
 Fear of scarcity
 Fear of change
 CABs
 Undefined expectations
 Survival mode
 Non-development mentality
 Lack of training
 Lack of policies/procedures
 Lack of templates
 Lack of inter-area communication
 Lack of fund development software
 Disconnect between programs and development
 Lack of lane
 State positions - who do I go to?
 Donor retention
 No planned gift strategy
 Donor analysis
 Donor ICOSA
 Lack of donor processes
 Donor appreciation
 Event heavy
 Lack of cultivation
 Revenue diversification



Kansas
 Big Brothers Big Sisters

SWOT Analysis

OPPORTUNITIES

- Waiting list
- Restructure
- Community involvement
- Corporate support (sponsors for events)
- Organizational culture
- Staff growth/training/professional development
- Shared services
- Individual gifts
- Planned gifts
- Volunteer recruitment
- CABs
- Capital campaign
- EOY Appeal
- Events (growth in FR and friendraising)
- Measurements of success
- History - old partnerships
- Alumni
- Info exchange
- Revenue diversification
- Storybank/intentionality matches/connections
- Inter-area collaboration
- Area-wide donor newsletter
- State BOD
- Media relations
- Capacity of Bigs to give
- Social media/online presence

THREATS

- Political environment
- Competition for dollars
- Lack of professionalism from other NPOs (charity vs. professionalism)
- Economy
- Lack of understanding of BBBS vs. others
- Lack of/unstable government funding
- Competition for staff/volunteers
- External history sources
- National



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Strategic Plan

BIG BROTHERS BIG SISTERS' CORE COMPETENCIES

1. Proven Effectiveness and Continuous Improvement

- We are an evidence-based model with key research showing a positive effect on children and their communities.

Sustaining Our Future

Strategic Goal #2—A Coordinated Statewide Fund Development Strategy

Create and implement a comprehensive statewide development plan that diversifies our opportunities and emphasizes our social return on investment.

- Coordination of fund development activities around the state
- Increase strategic partnerships and establish innovative funding streams
- Diversify our fund development to include planned giving, major gifts and other sustainable revenue sources

in non-profit management and provides daily leadership and customer service to our agencies.

- Local Community Advisory Boards are also in place in every area of the state. These members provide important advice and local connections.

Coordination of fund development activities around the state

- Increase strategic partnerships and establish innovative funding streams
- Diversify our fund development to include planned giving, major gifts and other sustainable revenue sources

Ensuring Their Success

Strategic Goal #3—Develop and Diversify Our Mentoring Toolkit

Develop program initiatives that address the varied needs of our youth by targeting and measuring specific outcomes.

- Utilize our core one-to-one mentoring program to address and measure a variety of specific outcomes, such as; juvenile delinquency, education, alcohol and drug addiction, etc.
- Improve quality and length of our matches
- Increase the number of children served by the end of 2014



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Ops Plan

AREA 7 - OPERATIONAL PLAN - FINAL.xls

Kansas Big Brothers Big Sisters Area 7 - Operational Plan 2014-2016

KRA 5 Improve Program Quality Goal 2 Compliance and match support Objective 1 Meet program requirements for quality and growth	KRA = Key Result Area							Descriptive notes, if any:
								Area: Programs
Step No.	Planned Action/Discussion	Measure/ Inspection	Start/End Date	Lead Responsibility	Required Support	Completion Status	Documentation	Notes
	Increase utilization of AIM	Attend AIM training and ensure it is used to record all information from inquiry to match	2014 Q3 Ongoing	Leilani Tuttle	All Program Staff			
	Track when volunteer's drop off b/w inquiry and match	Research adding option to AIM (speak with BBBSA)	2014 Q3 Ongoing	Leilani Tuttle				
	Streamline supervision expectations	Present to CDO	2014 Q3 2014 Q4	Leilani Tuttle				Record in a timely manner; complete all contacts (P, L, B); include description; what questions should be asked; what are the guidelines for contacting via social media, texting for supervision; does parent contact have to be who is listed?
	Ensure staff are held accountable	Check % of supervision 1 time per month	2014 Q1 Ongoing	Leilani Tuttle				
	Conduct random in-house audits	Create audit sheet and conduct xx audits quarterly	2014 Q3 Ongoing	Leilani Tuttle				
	Ensure consistency of in-person meetings conducted by MSS	APD will shadow in-person meetings	2014 Q2 Ongoing	Leilani Tuttle				
	Monthly meeting between Area 7 AD and APD	Schedule meetings	2014 Q1 Ongoing	Leilani Tuttle Stacie Schroeder				
	Ensure effective communication from the screen team re: screening files	Start weekly screen team where all MSS and I gather to screen files for volunteers. Similar to Topeka model.	2014 Q2 Ongoing	Leilani Tuttle	All Program Staff			



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Big Brothers Big Sisters

GO BIG or GO Home!



Tammy Bouchér
Development Associate &
Bowl for Kids' Sake Manager

A KSBBBS MOVES Management
Campaign



Bowl for Kids' Sake History

- Campaign was created by KSBBBS over 30 years ago
- Fundraising and Volunteer Recruitment Campaign
- Teams of 6 raise funds (pledges) to support existing matches and create new ones
- 2014-Statewide:
 - 4,217 participants
 - 18,333 donations made
 - 78 events
 - \$1,445,781 raised
- Invaluable opportunity to raise awareness of our mission across the state



2014 Campaign Success

We Went Big!

- 2012 KSBBBS BFKS Pledge Total: \$1,044,197
 - 2013 KSBBBS BFKS Pledge Total: \$1,083,985
 - 2014 KSBBBS BFKS Pledge Total: \$1,445,781
 - 2014 KSBBBS BFKS Expenses: \$160,000
 - 11% of cash revenue
- (totals do not include in-kind dollars)*
- 35% Increase Statewide



AUGUST

DEVELOPMENT

- Follow up on sponsorship proposals
- Schedule meetings with CEO's/key leaders to show campaign results and discuss goals for next year
 - Share their pledge history, comparison to other companies, etc.
- Continue plan for “MOVES Management” of donors
- Meet with bowling centers to lock-in schedule and pricing for next year

PROGRAM

- Continue promoting BFKS with new Bigs at Info Sessions
- Share photos and match stories/successes with Development staff



SEPTEMBER

DEVELOPMENT

- Re-evaluate campaign correspondence and prepare updates (Team Captain Packet, letters sent to prospects, league bowlers, etc.)
- Continue securing sponsorships
- Start prep for campaign budget
- Review bowling events...shake it up! What new ideas will make it more rewarding for participants? (*Pamper stations, contests, prizes, etc.*)
- *FUN is key!! (Includes emcee)*

PROGRAM

- Continue sharing match stories
- Continue promoting BFKS with Bigs
- Provide leads to staff for company bowls, sponsors



SEPTEMBER

2014 BFKS Letterhead



OCTOBER

DEVELOPMENT

- Finalize goals and budget
- Identify individuals for your “dream team” who will commit to help you achieve your goals
- Continue securing sponsorships
- Continue relationship building with key participants
- Secure prize sponsor(s) to award top fundraisers (sponsored or “buy-one-get-one”)
- Begin visits to CEOs/company leadership, share historical data on pledges and participation
- Identify new BFKS corporate prospects, set meetings, share historical data on participation from competing industries or businesses

PROGRAM

- Continue with match stories, promotion with Bigs and sharing leads



Bank X

Bowl For Kids' Sake Pledge History

OCTOBER

	Total Pledged	No. of Bowlers	Avg. \$ per Bowler	Sponsor
2004	\$14,129	(info not avail)	(info not avail)	
2005	\$6,688	(info not avail)	(info not avail)	
2006	n/a	n/a	n/a	
2007	n/a	n/a	n/a	
2008	n/a	n/a	n/a	
2009	\$8,235	85	\$98	
2010	\$12,710	84	\$151	
2011	\$13,185	81	\$163	
2012	\$5,211	56	\$93	
2013	\$2,598	45	\$58	

\$62,756.00

**Bank offers dollar for dollar matching funds for employee participants*



Fuel the Competitive Spirit of Key Corporate Decision-Makers
(A Little Bit of Data can go a long way)

NOVEMBER

DEVELOPMENT

- Executive Kickoff – Invite CEO's, key business leaders to get buy-in/commitment for coming year
 - Have invite come from key community leader or CAB member, hosted at their residence
 - Divide and conquer – Obtain commitments at the event for fundraising and recruitment presentation
- Determine print material needs/numbers (posters, pledge sheets, letterhead)
- Determine t-shirt needs/numbers

PROGRAM

- Continue promoting BFKS
- Continue sharing leads for company/group bowls
- Contact Bigs to recruit team captains-send appeal to them to mail in time for year-end



NOVEMBER



Big Brothers Big Sisters



Board of Directors

Jody Horner, Cargill Meat Solutions

Jay Allbaugh, Cox Communications

Ron Holt, Sedgwick County

Margaret Dechant, Morgan Stanley

Jeffrey L. Martin, Westar Energy

Richard Dinkel, Koch Industries

Jim Ogle, WIBW-Topeka

John Foust, S and Y Industries, Inc.

Samuel D. Ritchie, Triplett, Woolf & Garretson

Bill Hanna, Koch Industries, retired

Cari Spainhour, Quik Trip Corporation

Join us for the Coaches' Challenge Executive Kickoff

Thursday, January 9, 2014

Blair and Jody Horner residence

9020 E Summerfield St., Wichita

Cocktail Reception

5 - 6:30 p.m.

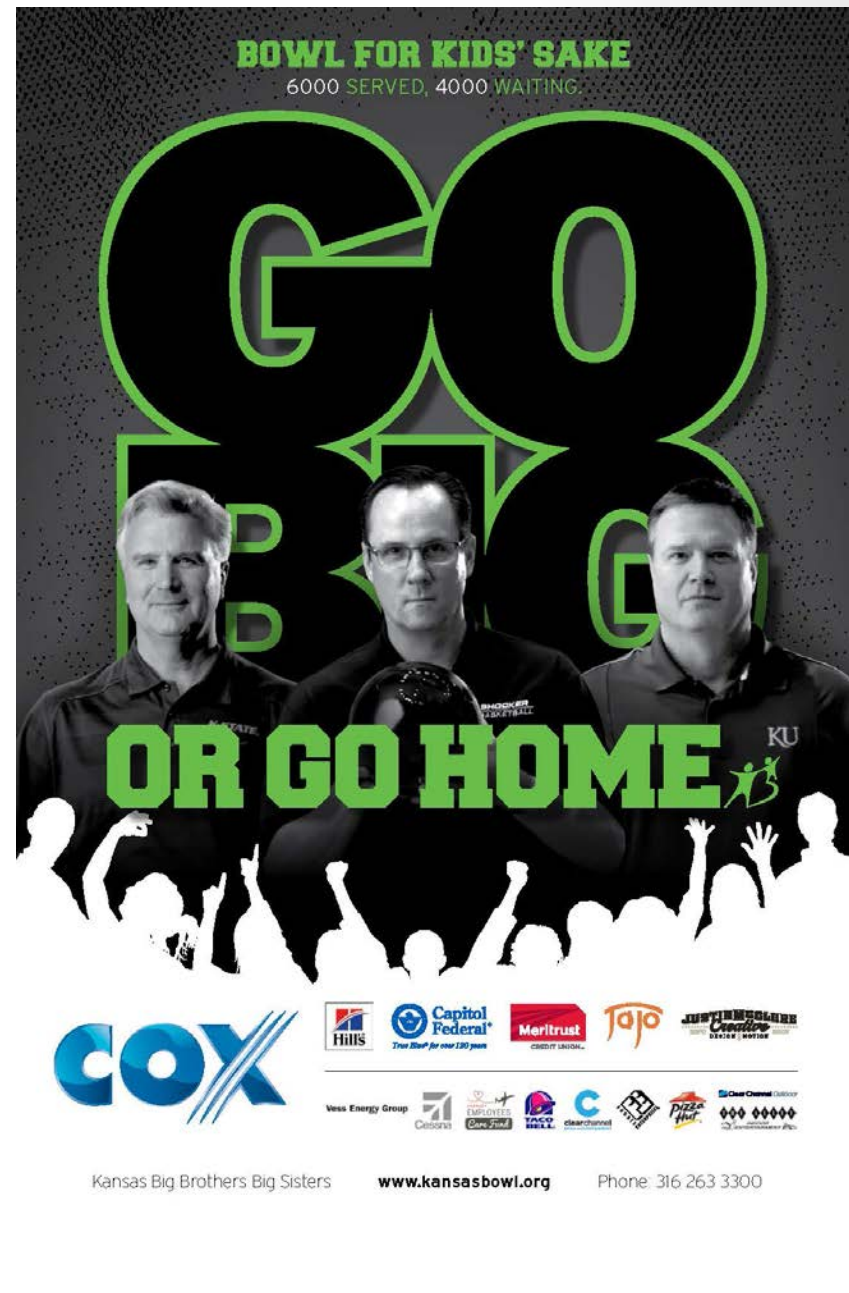
Please RSVP by Monday, January 6 to tboucher@kansasbigs.org



2014 Executive Kickoff Invitation

NOVEMBER

2014 BFKS Poster



NOVEMBER

BOWL FOR KIDS' SAKE
6000 SERVED, 4000 WAITING.










Coaches Bruce Weber, Gregg Marshall and Bill Self are challenging Kansans to "Go Big or Go Home" to help Kansas kids. Participants can select the school of their choice to be tracked in a friendly competition for the most funds raised and most volunteers recruited. At the end of the campaign, a traveling trophy and bragging rights will be awarded to the winning coach.



Funds raised benefit the mission of Kansas Big Brothers Big Sisters.

Go Big or Go Home: Donate and/or Mentor Today!

Instructions

1. Go to kansasbowl.org to register and start or join a team.
2. Raise pledges by sending the hyperlink to your potential sponsors through the online site **OR** have sponsors complete this pledge form. They can pay online or KSBBS will bill them.
3. If your team raises \$1,000, you will provide a mentor for one child in need.
4. Choose your date to celebrate your success at the bowling reward party! Collect \$150 in pledges and you will receive a commemorative t-shirt of your choice at the bowling event!



Need help registering online?
Call 888-574-2447.

VISION: all children achieve success in life.
MISSION: provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

2014 BFKS Pledge Sheet

BFKS2014 Collect pledges online at www.kansasbowl.org or fill out the pledge sheet below and bring to the event for admission.

COACHES' CHALLENGE
Please select 1: ☐ (No preference)



BOWLER'S NAME	ADDRESS	APT #	PERSONAL GOAL
CITY	STATE	ZIP	EMAIL ADDRESS
TELEPHONE	WORK TELEPHONE	TEAM CAPTAIN'S NAME	COMPANY NAME
Donors will be billed via email if provided. This saves us money and allows us to match more kids!			
1. NAME	ADDRESS	APT #	PLEDGE (\$10 minimum) <input type="checkbox"/> PAID
CITY	STATE	ZIP	EMAIL ADDRESS FOR BILLING
2. NAME	ADDRESS	APT #	PLEDGE (\$10 minimum) <input type="checkbox"/> PAID
CITY	STATE	ZIP	EMAIL ADDRESS FOR BILLING
3. NAME	ADDRESS	APT #	PLEDGE (\$10 minimum) <input type="checkbox"/> PAID
CITY	STATE	ZIP	EMAIL ADDRESS FOR BILLING
4. NAME	ADDRESS	APT #	PLEDGE (\$10 minimum) <input type="checkbox"/> PAID
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11. NAME	ADDRESS	APT #	PLEDGE (\$10 minimum) <input type="checkbox"/> PAID
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14. NAME	ADDRESS	APT #	PLEDGE (\$10 minimum) <input type="checkbox"/> PAID
CITY	STATE	ZIP	EMAIL ADDRESS FOR BILLING
15. NAME	ADDRESS	APT #	PLEDGE (\$10 minimum) <input type="checkbox"/> PAID
CITY	STATE	ZIP	EMAIL ADDRESS FOR BILLING



Big Brothers Big Sisters

If you have pre-entered online sponsors, please print and bring to event.

Sponsors billed \$ _____
 Cash/Checks attached \$ _____
 Website \$ _____
Total pledges \$ _____

N



**GO
BIG**
OR GO HOME
AS

DECEMBER

DEVELOPMENT

- All area sponsors secured
- Submit logos to state for website, print materials and donor thank-you cards
- Run final end-of-year report for pledges vs. collected amounts
- “Applause and Appreciation” event held to recognize key volunteers, donors
 - Also reveal sneak peak of coming year’s campaign
- Communicate with coordinators for groups/companies/key participants to firm up participation, date, etc.
 - Confirm goal for groups (*how many matches will they support, not how much money will they raise*)
- Begin scheduling bowl dates with companies/groups (*be mindful of spring break, Easter, sporting events/March Madness, etc.*)
- Team Captain, Coordinator materials finalized
- Invite new prospective companies/ groups to Coordinator Kickoff to learn about getting involved in BFKS
- Ask already involved organizations to challenge other corporations



PROGRAM

- Create volunteer Big contact cards to confirm BFKS participation
- Continue to share leads with Development Staff

DECEMBER

2014 BFKS Coordinator Kickoff Evite



**Bowl for Kids' Sake
Coordinator Kickoff**
Thursday, January 30
The Back Alley Sports Grill
11413 E. 13th St. Wichita, KS

Bowl for Kids' Sake Campaign Kickoff
The Back Alley Sports Grill
Thursday, January 30th

Stop by anytime for lunch from **11:30-1:30** OR happy hour from **4:30-8:30**, pick up your Team Captain materials, see the new campaign t-shirts, and learn more about this year's Coaches' Challenge!

Please click the button to the right to RSVP or call Linda Griffin at 316.290.8829.

January 2014

30

RSVP NOW

FOLLOW ON TWITTER

FRIEND ON FACEBOOK

FORWARD TO A FRIEND

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DECEMBER

Team Leader:

Big:

Email:

Case Manager:

Phone:

Current Employer:

☐ **Yes, I am Interested in participating in Bowl for Kids' Sake**

- Be a team captain for your company
- Be a team captain with family and friends
- Join your case manager's team
- Raise funds with your Little
- Donate to your case manager or another bowler
- Volunteer at an event with your Little
- Vote for your favorite coach by donating on Facebook

☐ **No, I am not interested in participating in Bowl for Kids' Sake**

Reason: _____



2014 BFKS Contact Cards

JANUARY

DEVELOPMENT

- “Why Mentor” PSAs and radio spots begin airing
- Send out letter to past bowlers and include donor/pledge information
- Hold Coordinator Kickoff to distribute campaign materials, Team Captain packets, motivate
- Send out local media release announcing campaign
- Continue scheduling bowl dates for companies/groups/individuals
- Print materials/t-shirts received
- Hold BFKS Task Force meeting to unveil campaign materials, plans and get leads from group
- Begin scheduling media interviews with local newspapers, TV, radio
 - Utilize matches for these interviews
- Utilize social media to build excitement for the campaign (focus on mission and FUN of the event)

PROGRAM

- Match Support Specialists continue contacting Bigs on case load to secure participation
 - Track and record progress
- Create contest/incentive for Bigs to recruit friends as Bigs or for BFKS teams
- Begin tracking new Bigs and Coach selection (tracking based on when their Little is chosen and done January-May. “Go Big” t-shirt given at that time)



JANUARY

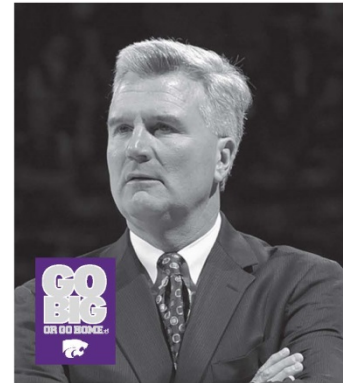
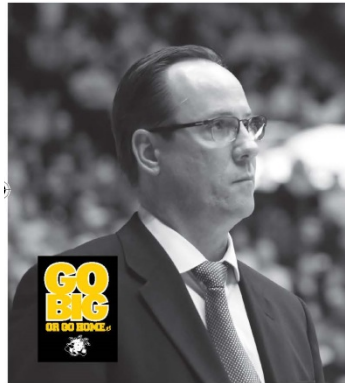


2014 BFKS PSAs

JANUARY



Front



BOWL FOR KIDS' SAKE | 6000 SERVED 4000 WAITING

Back

State Sponsors



As coaches, we know the impact mentoring has on the lives of kids. At Kansas Big Brothers Big Sisters, 4,000 kids are on the waiting list, 70% of whom are boys. Because of your generous donation, they now will feel the impact of a positive adult role model. Thank you for changing lives!

Shay Marshall *R. J. J.* *Brian Weber*

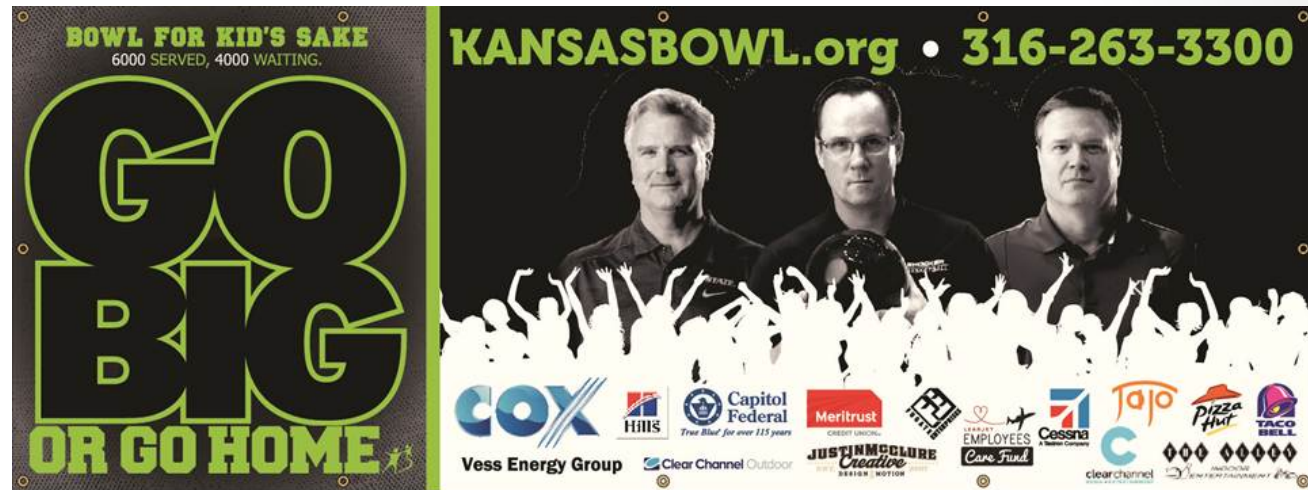
Be that someone for them today so they know who they can become tomorrow. Volunteer or mentor today!

www.kansasbigs.org



2014 BFKS Thank-You Post Card

JANUARY



Thanks for being a Big!



2014 BFKS Volunteer Tracker

FEBRUARY

DEVELOPMENT

- Bowling events begin
- Begin monthly “Bigs in Business” ads
 - Excellent PR opportunity for companies who purchase the low-cost ad
- Follow up after each bowl with handwritten notes to coordinators/top fundraisers
- Facebook video posted after each event
- Special thank yous to those who went “above and beyond” (M&Ms in collegiate colors, cookies, etc.)
- Recap sent to bowlers after the event
- Recruit, recruit, recruit
- Use social media to feature top fundraisers, fun events, sponsors

PROGRAM

- Recruit, recruit, recruit
- Continue contacts with Bigs
- Continue tracking Bigs matched and coach selection





PRESENTS

Bigs in



PRESENTS

Bigs in Business

www.kansasbigs.org



◆ MELISSA KNOEBER VP - HUMAN RESOURCES

Melissa and Little Sister, Patricia, were matched in 2006 when Patricia was five years old. Patricia is now in 7th grade and they have developed a strong bond over the years. Patricia has attended different schools over the course of their match, but Melissa, a site-based mentor of the year, has been faithful to follow her wherever she goes. They like to play board games or just sit and talk during their lunch time together. Melissa says their match is "just perfect"!

◆ JIM BOTHNER VP - CONSTRUCTION LENDING

Jim and Little Brother, Anthony, have been matched since Anthony was in the 3rd grade. Now, seven years later, they have built an unwavering friendship. Jim, a site-based mentor of the year, has proven to be a constant in Anthony's life. They spend lunch together every Monday at Anthony's high school enjoying their shared love of music and catching up on the past week's events.

Thanks
Fidelity
BANK

FEBRUARY



Big Brothers Big Sisters of Sedgwick County
Posted by Lauren Duffy 191 · April 30 ·

Fidelity Bank Bowl For Kids' Sake Event

When asked to #GoBigorGoHome, Fidelity Bank went BIG & got creative!! Watch this video of their #BowlForKidsSake event to see some of their costumes & team names. Thank you for supporting #BigBrothersBigSisters!



Unlike · Comment · Share

12 4 1 Share



2014 Company Bowl Social Media Recognition & Thank You

FEBRUARY



2014 Special Thank You for Coordinator or Company

FEBRUARY



Kansas Big Brothers Big Sisters

January 27

We'd like to send out a huge THANK YOU to Metro Courier for partnering with us to deliver Bowl for Kids' Sake print materials to our offices statewide! We greatly appreciate it! #BFKS



METRO COURIER

Unlike · Comment · Share

10 2 Shares



2014 Sponsor Recognition Social Media

MARCH

DEVELOPMENT

- Do a campaign “check” to see where you are toward your recruitment/fundraising goal -regroup where needed
- Survey participants after each event
- Continue recruitment for campaign
- Continue tracking new Bigs and coach selection
- Use social media to feature a match and why we still need teams to participate in BFKS

PROGRAM

- Recruit, recruit, recruit
- Continue securing Bigs for teams
- Continue tracking Bigs matched and coach selection



MARCH

BBBS Bowl for Kids' Sake Feedback Survey

[Exit this survey](#)

Thank you for your participation in this year's Bowl for Kids' Sake Coaches Challenge! Without your support and others like you, we could not provide funding for the over 1,500 kids we serve here in Sedgwick County. Because of your efforts, we are able to make successful and quality matches between our volunteers and their Littles.

To help us improve our campaign and events, we'd like you to complete the brief survey.

Please rate the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The mission of BBBS was shared with you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BFKS campaign materials were helpful and informational.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BBBS staff was helpful and responsive to questions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BFKS website was easy to use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BFKS website was a useful tool for fundraising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understood that each BFKS team's goal was to raise \$900 or more to match 1 child.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Coaches Challenge and "Go Big or Go Home" encouraged me to participate this year.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The collegiate t-shirt was an incentive to participate this year.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoyed my bowling event experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan on participating in BFKS 2015.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment to help us improve for 2015.

Thank you for your input! We appreciate your support and hope to see you on the lanes in 2015!



2014 BFKS Survey

APRIL

DEVELOPMENT

- Bowling events continue
- Share survey results with companies/groups
- Continue with thank yous and follow up
- Continue to use social media for thank yous

PROGRAM

- Continue tracking new Bigs and coach selections
- Continue promotion of BFKS with Bigs



MAY

DEVELOPMENT

- Celebrate your results!
- Continue follow-up thank yous and sharing results with participants
- Run pledge/collection report to determine status, evaluate increases/decreases
- Review participant and donor list and implement MOVES Management Plan

PROGRAM

- Continue tracking new Bigs until month end



JUNE

DEVELOPMENT

- Thank yous to top fundraisers, donors, sponsors, CEO's
 - Use Littles' handwritten notes, etc.
- Thank-you video emailed to all participants who reached \$150+
- Prepare campaign result highlight sheet-how \$ will affect kids
- Special thank yous to those who "went BIG"
 - Consider a banner made to hang at their building showing support
- Evaluate this year's campaign with a SWOT analysis
- Survey BFKS participants to get input
- Hold BFKS Task Force meeting with key leaders to get input
- Thank-you ad in local paper or business journal
- News release with BFKS results/highlights
- Utilize social media to thank participants, sponsors, donors

PROGRAM

- Thank Bigs on your caseload who supported BFKS
- Share campaign highlights
- Educate new Bigs that BFKS is one of their commitments as a volunteer



JUNE



2014 BFKS Thank-You Video

JUNE

GO BIG OR GO HOME

YOU BOWLED US OVER!

You met the challenge to GO BIG OR GO HOME. With an increase of more than 30%, your fundraising and volunteerism will support matches for more than 500 Sedgwick County youth facing adversity.



State Sponsors



Area Sponsors

Vess Energy Group



Black Hills Energy CH Robinson
Kansasland Tire KICE Industries
P1 Group Viega

2014 BOWL FOR KIDS' SAKE

THE TOP 10

Koch Industries
Fidelity Bank
Cargill
Mel Hamblton Ford
Cessna

InfoSync Services
Credit Union Bowl
Emprise Bank
Airbus
Bank of America

CORPORATE FUNDRAISING PARTNERS

Account Recovery Specialists, Inc.
AgVantis, Inc.
Alpha Phi Gamma Xi Chapter
Beechcraft
Belford Electric, Inc.
BKD
Bombardier Learjet
Building Controls & Services, Inc.
Capitol Federal
Cintas
Clear Channel
Cocoa Dulce
Artisan Chocolates
Convergys
Copp Media
Craig Homecare
Derby Noon Lion's Club
DeVaughn James
Eby Construction
Edward Jones
Brendan Lee
Equity Bank
Farm Bureau
First National Bank of Hutchinson
Fleeson Gooing
Coulson & Kitch
Flint Hills National Golf Club
Freddy's USA
Grant Thornton
GT Midwest
Hite Fanning & Honeyman
Hyatt Regency Wichita
IMA Financial Group
INTRUST Bank
Jajo
JP Weigand

KAKE
KICE Industries
Klenda Law
KSN
Law Kingdon Architecture
McDonald Tinker Skaer
Quinn & Herrington
Merrill Lynch
Midwest Single Source
Morgan Stanley
Morris Laing Evans
Brock & Kennedy
Murdock Companies, Inc.
NCRI
NetApp
NuStar Energy
Old Navy
PB Holdale
PFS
Phil Griffith
Red Lobster West
Right at Home
St. James Missionary
Baptist Church
Schaefer Johnson Cox
Frey Architecture
Sedgwick County
Sherwin Williams
Spirit Aerosystems
Sullivan Higdon & Sink
Sunflower Bank
Triplett Woolf & Garretson
True North
UBS Financial
USD 259
Vermillion, Inc.
Viega, LLC
Wester Energy
Woodland United
Methodist Church

KANSAS BIG BROTHERS BIG SISTERS

310 EAST 2ND STREET, WICHITA, KANSAS 67202 • 888-574-2447

GO BIG OR GO HOME

THANK YOU!

Kansas Big Brothers Big Sisters would like to extend a BIG thank you to the campaign coordinators who organized the 2014 Bowl for Kids' Sake mentoring and fundraising events for their group or company. We sincerely appreciate their time and support in making this year's campaign a HUGE success. They went BIG and made a difference in the lives of kids in our community who will benefit from having a mentor change their lives for the better, FOREVER! We couldn't do it without YOU!

The Top 10

KOCH INDUSTRIES

Dani Erker & Laura Hands

FIDELITY BANK

Pam Regehr & Sid Washburn

CARGILL

Holly Fisher, Jody Franklin & Steve Sink

MEL HAMBELTON FORD

Katie Duncan & Lisa Hamblton

CESSNA

Darcee Datterli

MCCONNELL AIR FORCE BASE

Captain Johnathan Benson, First Lieutenant Scott Sosa

& Captain Alexander Durstain

INFOSYNC SERVICES

Peggy Buller & Christine Vickers

CREDIT UNION BOWL

Crystal Stupasky-Lead Coordinator, Credit Union of America

Christy Bales, Cessna Employees Credit Union

Sydney Jolicouer, Meritrust Credit Union

Amanda Poole, Wichita Federal Credit Union

Crystal Stupasky, Credit Union of America

EMPRISE BANK

Paul Owens

AIRBUS

Jennifer Cox, Rebecca Mitchell & Michelle Mueller

2014 BOWL FOR KIDS' SAKE COORDINATORS

Specialists, Inc. Account Recovery • Leah Loux
Agvantis, Inc. • Lee Gray
Alpha Phi Gamma Xi Chapter • Pam Lamar
Bank of America • Brandon McLaughlin
Beechcraft • Chris Kneak
Belford Electric/Cablecom • Amanda Stevens
Ben Burgess • District Court Judge
BKD • Sandra Brown
Bombardier Learjet • Donna Clark
& Crista Mueverge
Building Controls & Services, Inc.
• Monica Barton
Capitol Federal Savings • Stephanie Scott
Chris Barretti
Cintas • Melissa Dudley
Clear Channel • Lukas Cox
Cocoa Dulce Artisan Chocolates • James Tully
Convergys • Vince Macias
Copp Media • Nicole Copp
Craig Homecare • Sean Balke
Derby Noon Lion's Club • Stephanie Johnson
DeVaughn James • Susan Johnson
Dondlinger & Sons • Tom Dondlinger
Eagle Med • Duwayne Ramsey
Eby Construction • Linda Walton
Edward Jones • Brendan Lee
Equity Bank • Andrew Smarsh
Farm Bureau • Christine Moyer
First National Bank of Hutchinson
• Maggie Schmidt
Fleeson Gooing Coulson & Kitch
• Tammy West
Flint Hills National Golf Club • Denise Pitts
Freddy's USA • Elizabeth Johnson
Grant Thornton • Shelby Hudson
GT Midwest • Nancy Holmes
Hite Fanning & Honeyman • Alicia Lange
Hyatt Regency Wichita • Becky Jones
IMA Financial Group/True North
• Brendan O'Bryhim
INTRUST Bank • Sasha Kuchinski
Jajo • Ashley Devlin
JP Weigand • John Rupp
KAKE • Phil White
KICE Industries • Josh White
Klenda Law • Jade Martin
KSN • Mark Davidson
Law Kingdon Architecture • Crystal Carroll
McDonald Tinker Skaer Quinn & Herrington
• Katy Tompkins
Merrill Lynch • Bob Moore
Midwest Single Source • Diane Jackson
Morgan Stanley • Margaret Dechant
Morris Laing Evans Brock & Kennedy
• Jan Schlatter
Murdock Companies, Inc. • Brenda Blazer
NCRI • Debbie Gettenby
NetApp • Judi Harris
NextLum • Brandon Andrews
NuStar Energy • Mike Kerr
Old Navy • Kara Steffens
PB Holdale • Michelle Durham
PFS • Krista Blackwell
Phil Griffith
Red Lobster West • Angela Bryant
Right at Home • Haley Richmond
Sedgwick County • Jill Triney
Sedgwick County District Attorney's Office
• Marc Bennett & Kim Parker
Schaefer Johnson Cox Frey Architecture
• Carolyn Boos
Sherwin Williams • Kylene Flanning
Spirit Aerosystems • Pat Gay
Stephen Konkut, Marcia Miller &
Fun O'Neal
Spit's Security • Aaron Corley
St. James Missionary Baptist Church
• Margaret Griffin
Sullivan Higdon & Sink • Kelsey Rawson
Sunflower Bank • Brandie Lassiter &
Erica Calloway
Triplett Woolf & Garretson • Shane Rossen
UBS Financial • Sarah Dodds
USD 259 • Debbie McQuerry &
Patty Upshaw
Vermillion, Inc. • James Anderson
Viega, LLC • Jordan Rose
Wester Energy • Bridget Bowman,
Jean Shuler & Jimmy Washington
Wichita Police Department
• Nathan Schweithahn
Woodland United Methodist Church
• Linda Griffin

KANSAS BIG BROTHERS BIG SISTERS

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2014 Sponsor, Company and Coordinator
Print Media Recognition & thank-you

JULY

DEVELOPMENT

- Review sponsorship levels/benefits
- Begin developing sponsorship proposals for 2015
- Deadline for paid pledges-July 31. Run list of all those with \$500+, \$2,000 + for the “Double-Up Challenge” qualifying teams
- Review list of participants, sponsors, donors to create a plan for “MOVES Management” (small gifts to large gifts, small groups to company bowl, etc.)
- Create prospect list for new BFKS participants and company bowls (industry challenges, banks, fire, police, etc.)
- Schedule prospect meetings
- Share match stories with participants, donors, sponsors
- Start discussing campaign goal
 - Both for recruitment and fundraising
 - Break down how you’ll get there, where it will come from
 - Utilize input from CAB, key community leaders, top fundraisers

PROGRAM

- Share match stories and photos for Development to share with BFKS participants, donors and sponsors



JULY



MOVES Management

Engaging the Community



Engaging the Community

SWOT Analysis

Executive Team

Paid Staff

Strategic Planning & Vision

BD of Directors

Executive Team

Operational Planning

Executive Team

Paid Staff

Building Champions

BD of Directors

Volunteers

Executive Team

Community & Organizational Engagement

BD of Directors

Volunteers

Executive Team

Paid Staff

Increase Mentors & Dollars to Support Matches

BD of Directors

Volunteers

Executive Team

Paid Staff

Donor & Volunteer Recognition & Appreciation

Executive Team

Paid Staff



Kansas
Big Brothers Big Sisters

Engaging the Community



Need for Mentors

- 64.3 million adults volunteered 15.2 billion hours of service, worth an estimated value of \$296.2 billion
- The estimated dollar value of volunteer time is \$19.54 per hour (2011)

Community Engagement Through Recruitment & Fundraising

- Radio and TV interviews to recruit fundraisers, donors and volunteers before and during the BFKS campaign
- Feature a Big/Little at each bowling event, introducing them to the crowd and thanking them for supporting the match
- Corporate presentations to recruit BFKS participants (with strong CEO support) and to secure additional opportunities to recruit volunteers from the company



Community Engagement Through Recruitment & Fundraising

- Secure partnerships with companies that will include BBBS volunteer information in their billing statements
- Feature corporate partners in “Bigs in Business” ads in our local Business Journal
- Schedule opportunities with local groups such as the Realtors Association, to share mission, invitation to participate in BFKS,



Community Engagement Through Recruitment & Fundraising

- Schedule opportunities with local groups such as the Realtors Association, to share mission, invitation to participate in BFKS
- Utilize local military or air force base to get involved in fundraising and volunteering (100 Bigs at McConnell AFB)
- Organize industries or community groups to participate together (Credit Unions, Big Badge Bowl, Law Firm Bowl, Financial Bowl)



Community Engagement Through Recruitment & Fundraising



Big Brothers Big Sisters
6,000 SERVED • 4,000 WAITING

PRESENTS

Big in Business

www.kansasbigs.org



EDO GEROMEL
PROCUREMENT MANAGER
CARGILL, INC.

Edo and Little Brother, Juan, have been matched since Juan was in the 3rd grade. Juan is now 15 years old and a freshman in high school. "I've been fortunate to watch Juan grow into a young man. We've been through four schools; each one getting larger and larger. Juan has adapted well to changes and always surrounds himself with good friends. At lunch, we like to talk about school, friends, news, and food. I consider Juan a great friend. I know my role is to be a positive influence in his life, but he has also been a positive influence to me. Our match has been great from the start, and I look forward to Juan graduating in a few years."



Thanks
Cargill



Big Brothers Big Sisters
Congratulates Our Newest Cargill Bigs!

1. Paul Keer	6. Brad Churchill	11. Shelly Smiley
2. Jody Franklin	7. Jesse Carrillo	12. Sherry Atkins
3. Randy Eichen	8. Jesus B	13. Laura Petersen
4. Max Marsh	9. Cragan Stithney	14. Stephen Nelsen
5. Lauren SiniK	10. Joaquina Kallman	15. Mark Meckstroth
16. Casey Webers	17. Justin McCullough	18. Elizabeth Gutschewitter



Big Brothers Big Sisters
Learn more at KansasBigs.org
or call 316.263.3300



Erika Turner
Director of Administration

MOVES Management

Volunteer & Donor Management
System



MOVES Management System

Using a Moves Management software helps to ensure that we are not only contacting our donors when asking for money.

- Unlimited users
 - All staff are, at any time, able to search records and enter updates
- Web-based
 - Easy access while traveling
- Ability to track engagement
 - Source: how they came to BBBS
 - Prospect: track prospects for cultivation
 - Volunteer: track volunteers to engage at events or other activities

MOVES Management System

- Ability to track invitation lists
 - Ensures donors, prospects, and volunteers are invited to appreciation or fundraising events
- Create calendar notices and export to Outlook
 - Know how many contacts were made within a specified date range
 - Search for when last meeting occurred and learn discussion details
 - Ensures staff is up-to-date with the most recent contact made and/or gift received
 - Exporting to Outlook allows for reminders of meetings or follow-up items
- Send handwritten notes
 - Mail after each donor or prospect meeting
 - Ensures staff is up-to-date with the most recent contact made and/or gift received

MOVES Management System

- Create queries and run reports
 - By anniversary of largest gift or first gift
 - Allows you to send again a thank-you note for their support
 - By date range for birthdays or work anniversaries
 - Allows you to send a personal note
- Follow business journals and newspapers
 - Cut clippings of stories or announcements and mail with a congratulatory note
- Bowl for Kids' Sake pledges exported from Blackbaud Sphere and imported to software
 - All donor information is in one system

Questions & Answers



Contact Information

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