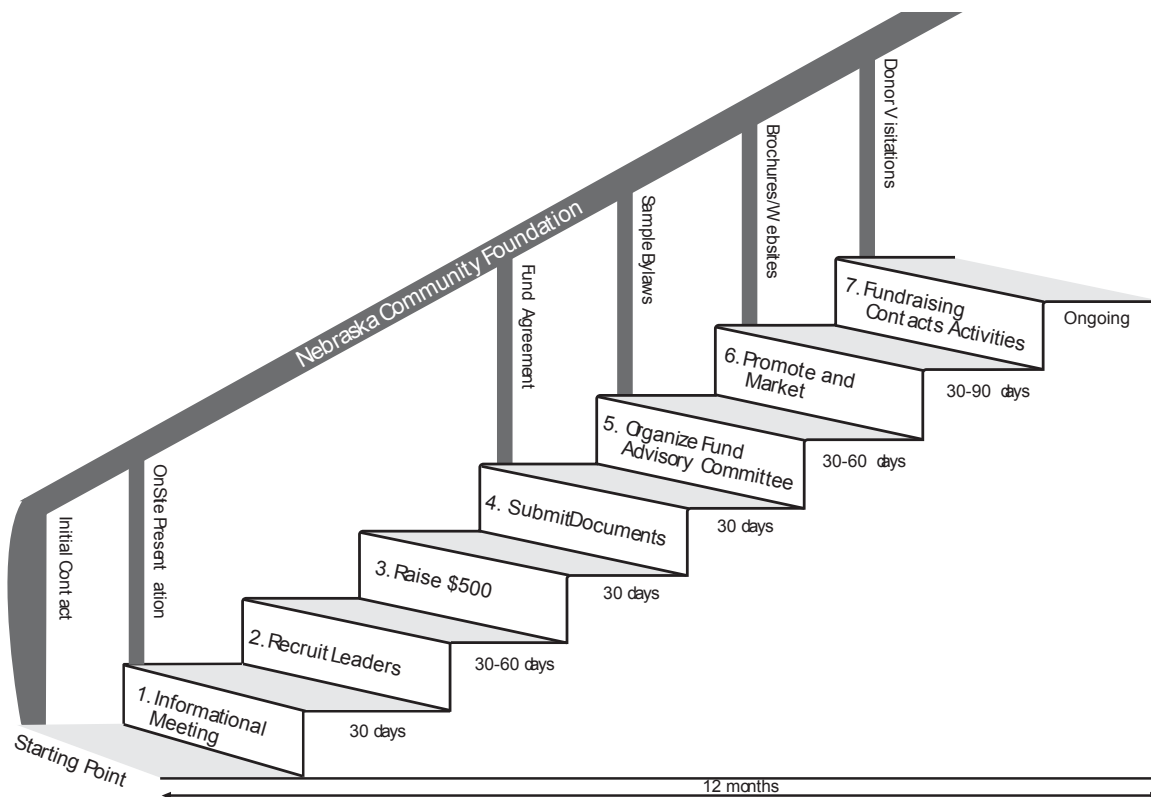


Steps to Starting a Fund

The decision to start an affiliated fund typically happens for two reasons: A donor has announced an intention to make a gift of cash or a planned gift; or, local leaders realize that their hometown needs a community foundation fund.

This illustration describes a sequence of steps to follow during the first year. The steps represent work that must be done by affiliated fund leaders. The banister represents NCF support and points at which NCF staff can provide on-site assistance.



Step 1: Host an informational Meeting

A local leader organizes the initial informational meeting. Fellow community volunteers are invited to meet with a development staff member from the Nebraska Community Foundation. NCF staff educates citizens regarding the benefits and process of starting a community or organizational affiliated fund.

Projects/Flow-Through Accounts : Many affiliated funds are created to accomplish a particular project. Often a “brick and mortar” project like building or remodeling a library, community center, swimming pool, playground equipment, etc.

Endowments : The most successful Fund Advisory Committees decide early in the process to start building a permanent endowment.

Step 2: Recruit Group of Core Leaders

The outcome of the initial meeting is usually an agreement to recruit other interested citizens and meet again. Decision to affiliate usually takes 2-3 meetings and several phone calls/emails with NCF staff. A core leadership of 5-7 people is recruited to serve as the initial Fund Advisory Committee.

Step 3: Raise \$500 for NCF Start-up Fee

Money has to be raised to pay NCF's \$500 start-up fee. Often the group decides to raise the \$400 annual maintenance fee at the same time. Many times, local leaders get out their checkbooks and are the first donors to contribute to the cause.

Step 4: Submit Affiliation Documents

Core leaders sign the NCF documents and submit to the NCF office along with a payment of \$500.

Step 5: Organize Fund Advisory Committee

- Articles of Operation are created to define how the group will operate. NCF can provide a useful template that can be customized.
- Officers are elected.
- Committees are established to delegate responsibilities.
- Goals are set.

Step 6: Promote and Market

- Create a brochure.
- Create press releases.
- Hold public informational meetings.
- Some affiliated funds recruit dues-paying members to generate operating capital for the organization. An added benefit is the creation of a mailing list.
- Create a Web page on NCF site.

Step 7: Make Personal Fundraising Contacts

- **Visit with potential donors.** Share the vision, goals and opportunity to give. Ask them for their ideas (not for their money).
- **Take brochures to financial planners in the area.** Financial planners include attorneys, accountants, bankers, insurance agents and stock brokers. Financial planners need to be made aware of the existence of the newly created community fund because they are often gatekeepers to potential donors.