

## Obtaining and Maintaining Financial Partnerships in the Current Economy

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### Characteristics of Current Economy

- ▶ Stimulus package debates
- ▶ Bailouts
- ▶ Wall Street
- ▶ Corporate downsizing

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### Characteristics of Current Economy continued

- ▶ Shrinking foundation budgets
- ▶ Credit tightening
- ▶ Housing Market
- ▶ Regulatory Scrutiny

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## Successful Steps to Seeking Funding

- ▶ Know your Banker
  - Establish a relationship ... *remember it should be a two way relationship*
  - What is the bank's focus... *your ask should align with the mission of the funder*

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## Always Prospect for New Funders

- ▶ New revenue streams are important
- ▶ Funding is still available - funders are selective about who they support
- ▶ Fit the mission!

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## Add value

- ▶ Provide periodic progress reports
- ▶ Invite funder to project / facility

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## Collaborations and Partnerships

- ▶ Establish key partnerships .....
- ▶ Entities that offer services that complement your target market and service area
- ▶ Funds are limited – be strategic and make it a “win – win”

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## Ask for funding

- ▶ Be sure to ask for funding – seal the deal
- ▶ Put it in writing
- ▶ Beware of template form letters .... *mitigate embarrassing mistakes*

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## After the Funding

- ▶ *Thank the funder*
- ▶ Provide recognition on written materials or website
- ▶ Send hand written note
- ▶ Keep the relationship alive

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## Wrap Up

- › Questions
- › Thank you

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## Contact Information



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