Welcome newly elected Board Members:
l/r: Mark Szilagyi, Theresa Thornton, Jessica Capistrant, and not pictured, Maria Schwab
Kick Off the Year-End Giving Season With Your Giving Tuesday Campaign

While Giving Tuesday is a strong fundraising campaign on its own, it can also work in harmony with year-end efforts to give you a boost in early December. Here are ways to optimize your Giving Tuesday campaign so you can end the year on a high note.

Start Strong
Using Giving Tuesday to power your year-end campaign is simple: launch on the giving day. Getting those first few donations is sometimes the most difficult part, so use all the buzz and excitement of Giving Tuesday to start moving the bar on your fundraising thermometer.

The benefits of using Giving Tuesday to kick off your year-end campaign are two-fold:
1. The goal-proximity effect tells us that people become more likely to donate as you approach your goal. So making progress on your goal earlier in the campaign can motivate others to get involved sooner — which can lead to a longer streak of increased donations;
2. We know that people’s choices are influenced by what they see others do. Those first donations that show up on your campaign page provide social proof that others have already lent their support.

If you use Giving Tuesday to launch your year-end campaign, you can make one campaign page and send supporters there. Send out appeals that are branded with the Giving Tuesday logo and ask supporters to act now.

You do not need Photoshop skills to customize your campaign page. The Giving Tuesday website provides a number of logos, header images and GIFs that you can easily add to your page.

Set a Giving Tuesday Goal
To drive your community, it is a good idea to set a goal that ends on Giving Tuesday. Example: if you want to raise $10,000 in your year-end campaign, aim to get the first $1,000 on Giving Tuesday. This gives your supporters a more immediate goals.

A Giving Tuesday goal will drive engagement on the giving day and encourage shares.

Motivate With Matching Gifts
To take advantage of the giving day momentum, you have to motivate people to make a gift before, or on, Giving Tuesday. Matching contributions can increase giving by up to 20%. On a personal level, matching gifts move donors to give because they can double their impact. If you received a grant from PCHF with a matching component ... it might work here.
Grantee Corner ... Organizations fulfilling their missions

Phoenixville Area
Positive Alternatives
PAPA
WWW.PAPA1995.ORG

Thank You Charlie Kramer for teaching us that Middle School students could be incredible philanthropists!
Enjoy your retirement!
We will miss you!

Phoenixville Area
Middle School
2017-18
Youth & Philanthropy Program
"Giving Back Gang"
Mission Statement vs. Vision Statement: Both Vital for Nonprofit Organizations

**BoardSource**

- **WHAT?** The **Mission Statement** is the reason an organization exists and the need it is meeting in the community. The **Vision Statement** is what you see in the future for your community if your organization succeeds at its mission.

- **WHY?** The **Mission Statement** provides the basis for judging the success of the organization and its programs. It helps to verify the organization is on the right track. It provides direction when the organization needs to adapt to new demands. The **Vision Statement** guides the overall long-term thinking. The vision keeps the mission on track. It reminds all the organization will have a long-term purpose to keep on going.

- **WHAT?** The **Mission Statement** is concise, realistic, operational, inspirational, motivational, informative and even emotional. It reflects the values and clearly states the purpose of the organization. The **Vision Statement** inspires action: planning, fundraising, marketing, good governance, sound management, and stimulates organizational goals.

- **WHO?** Creating a **Mission Statement** is a group effort. Board members, present and past officers, staff, members, donors and constituents can provide input during the creative process. The final wording should be approved by the entire Board of Directors. For the **Vision Statement**, the Board is ultimately responsible for setting the future path for the organization. It is also helpful to get feedback from stakeholders.

- **HOW OFTEN?** The **Mission Statement** should be referred to continuously and should be re-assessed on a regularly basis—at least once every two years. It should be mentioned in the Articles of Incorporation and the Bylaws. It is not necessary to revise the **Vision Statement** annually ... it is a long-term view and solid enough to weather internal and external changes.

- **HOW IT FITS?** The **Mission Statement** must be reviewed at the beginning of the strategic planning process. The Board should consider whether internal or external changes make a Mission Statement revision necessary. A **Vision Statement** should be drafted during the strategic planning process. It is during that process, the Board and staff together can brainstorm, dream and share their aspirations.
PCHF Grants Over $1.5 Million to Local Organizations

At the September 13, 2018 Board of Directors meeting, the Phoenixville Community Health Foundation awarded $1,509,470 to local non-profit organizations serving the greater Phoenixville region.

In alignment with the Foundation’s Strategic goals, grants were awarded in three of four main areas:

- **Health & Human Service Fund** - Ensuring equitable access to high quality and affordable health and human services for all residents in the greater Phoenixville region. Grants totaling $1,294,000 were awarded.

- **Housing & Public Safety Fund** - Improving the availability of healthy, safe and affordable housing opportunities for low-income, vulnerable populations. Grants totaling $80,000 were awarded.

- **Capacity-Building & Community Development Fund** - Enhancing the quality of life in the greater Phoenixville region by investing in non-profit capacity-building and community development. Grants totaling $75,000 were awarded.

- **Collaboration & Innovation Fund** - Advancing collaborative and innovative solutions by forging strategic alliances, partnerships and the integration of services that reduce service duplication. No grants were awarded.

In addition to the above grants, the PCHF Board of Directors also approved grants totaling $60,470 to Phoenixville Community Education Foundation, the Renaissance Academy, Owen J. Roberts Education Foundation, Methacton School District Education Foundation, and Pope John Paul II High School in support of Youth & Philanthropy programs; to the Chester County Community Foundation in support of PCHF-sponsored leadership programs; and Grace Crossing Community Church in support of their food pantry program.

**A more detailed description of the above grants is available on the Foundation’s website: [www.pchf1.org](http://www.pchf1.org).**

Ways Board Members Can be Involved in Fundraising ... Without “Making the Ask”

- Advocate for the organization by sharing its mission and why it is personally important
- Attend Board trainings related to fundraising
- Identify & evaluate prospects
- Thank donors for their gifts
- Attend and invite guests to fundraising events, donate auction items
- Host fundraising events
How To Address the Board’s #1 Challenge  ... FUNDRAISING

BoardSource

Given that the struggles with Board fundraising are not new, the question becomes why Boards haven’t found a way to address the issue. Board’s committed to improving their fundraising performance must embrace a comprehensive and on-going approach that covers all facets of the Board service cycle: recruitment and orientation, Board meetings, and overall Board culture.

RECRUITMENT

- Add skills aligned with the fundraising tasks your Board members are expected to complete to the skill sets you are recruiting for. Ex: Even if someone does not have direct experience asking for support, other skills, such as public speaking, pertain.
- Be candid about expectations surrounding fundraising when discussing Board service with candidates. Provide as much information as possible. Ex: whether Board members are required to make a personal contribution and how they will be expected to assist with fundraising efforts. This helps to ensure new Board members understand that fundraising is a fundamental aspect of board service.
- Define what the ideal Board composition looks like in terms of diversity and then focus on finding it. This may mean changing the way candidates are identified by moving beyond personal networks.

ORIENTATION

To ensure that your members have a strong understanding of the fundraising roles and responsibilities:

- Provide new Board members with a written job description and/or the Board’s Fundraising Policy. Asking new Board members to sign during the orientation signals their intention early on.
- Incorporate fundraising training into new Board member orientation. EX: The many different ways they can be involved in fundraising allows everyone to find a level of participation to begin their Board service.

PERSONAL GIVING

One of the least time-intensive, and most impactful ways Board members can participate in fundraising is by making a donation. The amount of the gift is not what Boards should focus on. Board members are able to point to their support and articulate why the cause is important when meeting with potential donors.

BOARD MEETINGS

Board meeting agendas should reflect organizational priorities. If Board members never talk about fundraising, chances are they won’t consider it essential to Board service. Consider spending a few minutes at each Board meeting on fundraising—brainstorming new strategies, discussing potential donors, or reporting on and celebrating successes.
PCHF Capacity Building Update

**Major Donor Training:**

This is an educational program for small to mid-sized non-profit organizations serving the greater Phoenixville region. The program focuses on expanding fundraising options to include individual donors: identifying, soliciting and nurturing.

Participant feedback from September 17th workshop:

- 100% found the workshop “Very Helpful”
- Excellent "starting point" for developing relationships with potential donors!
- Excellent in provoking thought about what we need to have in place & where to start
- Well organized and executed workshop
- Loved the concrete examples of what we can do to improve

**Next offering ... March 18, 2019**

**Outcomes Assessment Workshop:**

The Phoenixville Community Health Foundation is requiring that every grantee organization complete *The Assessment of Program Outcomes Workshop* as a requirement for future grant funding. If your organization has NOT attended ...

**Next offering ... Friday, April 5, 2019**

Applications are available on the website:  www.pchf1.org / Initiatives
Grant Proposal Deadline

The Phoenixville Community Health Foundation has one annual grant cycle. Grant deadline is June 3, 2019 for a September 2019 distribution of grant funds.

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