

**Organization Committee**  
Basic Training



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**Organization Committee**  
Primary Areas of Work

- Public Relations
- Volunteer Development
- Fund-Raising (operations and projects)




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**Organization Committee**  
*Reaches into people's--*

Minds 

Hearts 

Wallets 

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**Public Relations**

Sanville, KY (c) National Trust for Historic Preservation

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*Logos*

Hyde-Jackson Square  
Main Street Program -  
Boston's Latin Quarter  
Logo

**BOSTON'S  
LATIN QUARTER**

HYDE JACKSON SQUARE MAIN STREET

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BEAUFORT  
BY-THE-BAY

DOWN TOWN  
Partners  
REHABILITATION

HISTORIC  
DOWNTOWN FRANKLIN

MAIN STREET  
DUNCAN, INC.

DODGEVILLE  
REVITALIZATION PROGRAM

ALLSTON  
VILLAGE  
MAIN STREETS

MAIN STREET  
Libertyville  
ILLINOIS

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## Newsletters & Brochures



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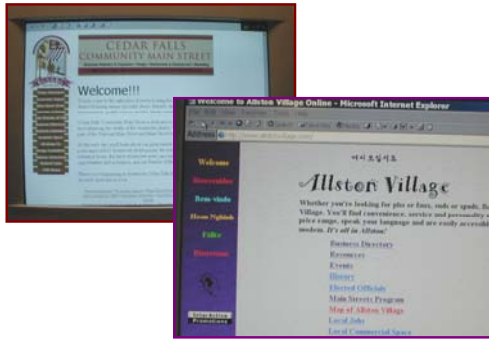
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## Main Street Web Sites



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## Media Coverage



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## *Presentations*



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## *Annual Reports*



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## *Public Relations* *Who's Responsible????*

- Newsletters & Brochures
- Main Street Website
- Media Coverage
- Presentations
- Annual Reports/Annual Meetings



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## Volunteer Development



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## What Volunteers add to a Main Street Program

- Raw muscle
- Local 'buy-in'
- Political clout
- Different perspectives
- Staying power for a program



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## Aspects of Volunteer Development

- Recruitment
- Management
- Recognition



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## Ways to Recruit Volunteers

- Ask them directly
- Word of mouth
- Run "help wanted" ads in newsletter
- Articles in local media praising volunteers
- Presentations to service clubs
- Intermediaries, like Green Thumb, Americorps
- Senior Groups
- Get information to schools and religious institutions

Corporations that foster community service



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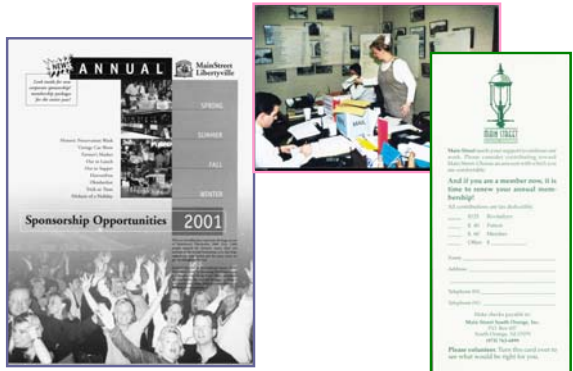
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## Fundraising




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## Sources of Funding for Operational/Project Support

- Public sector support
- Special assessment districts
- Private sector memberships
- Sponsorships
- Product sales, other activities
- Event revenue
- Contracts, fees for services
- Grants




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### Sample Annual Operating Budget

Director Salary	\$30,000
Director Benefits	\$ 5,000
Staff/Volunteer Training	\$ 2,000
Staff/Volunteer Travel	\$ 1,000
Rent & Utilities	\$ 6,000
Telephone	\$ 1,000
Equipment and repairs	\$ 1,000
Office supplies	\$ 500
Postage	\$ 1,000
Insurance	\$ 1,000
Photo supplies	\$ 500
Prof. dues/membership	\$ 3,000
Printing/copying	\$ 5,000
Design Committee	\$ 2,000
Promotion Committee	\$ 2,000
Economic Restructuring Comm.	\$ 1,000
Organization Committee	<u>\$ 2,000</u>
	<b>\$62,000</b>

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### Distribution of Funding Sources for Operational Program Support

50%

30%

20%

Public funding

Private community funding (memberships, SADs)

Fundraising Events, Product Sales, Miscellaneous

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### How to Sell Main Street to Constituent Groups

Explain Benefits to the Groups Being Solicited--

- Property Owners
- Local Residents/Consumers
- Business Owners
- Financial Institutions
- Utility Companies
- Local Government
- County Government
- Preservationists




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## Property Owners

- increased occupancy rates
- rent stability or increase
- increased property values
- reduced vandalism/crime
- assistance with incentives
- new uses – particularly on upper floors



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## Local Residents/Consumers

- enhanced marketplace
- sense of pride
- social/cultural activities
- opportunities to keep kids in town
- historical awareness
- tax dollars stay in community
- opportunity to participate
- better communication
- advocacy on issues
- home values increase



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## Retail and Service Business Owners

- increased sales
- improved image creates new markets
- increased value of business
- quality of business life
- incentives programs
- business assistance programs
- district marketing strategies
- better business mix; stops sales leakage



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## Financial Institutions

- satisfies community reinvestment act
- potential for loans, deposits
- improved image & goodwill
- survival of community critical to bank and economic stability



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## Utility Companies

- additional businesses using utilities
- longer business hours mean higher utility usage
- healthy businesses increase utility usage
- healthy economy causes community to grow
- improves their corporate image



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## Local Government

- increased tax base
- more tourism
- increased property values
- increased number of jobs
- healthy economy
- better services available
- better relations between government/private sector
- increased volunteer base for city
- impetus for public improvements/CDBG dollars
- more grant availability



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## County

- improved public relations
- partnership with city hall
- county and community pride
- quality of life issues
- ability to attract larger corporations, industry



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## Preservationists

- reinforces common goal of preservation
- enlarges coalition
- increased awareness and credibility
- education on preservation issues
- tie-in between preservation and economic development



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## Fundraising Steps - General Membership Appeal

- Set goal based on fundraising plan
- Set time period for completion
- Identify stakeholders
- Prepare support materials
- Assign askers and train Sraisers
- Publicity and Kickoff
- Contact and Ask
- Thank and Celebrate
- Record, remind, renew



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## Fundraising – Who’s Responsible???

- Soliciting Public Funds
- Creating a SAD
- Raising Private Donations
- Mounting Special Fundraising Events or Selling Products




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## Board Funding Responsibilities

- Ensures that the program is well-funded
- Takes the lead in soliciting public funding
- Works with the organization committee to develop a strategic plan for organizational funding
- Monitors financial condition of the organization
- Supports all fundraising activities organization
- Makes a financial contribution




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## Organization Committee Funding Responsibilities

- Assists Board in soliciting public funding
- Supports Board in developing strategies for implementing a SAD
- Creates strategies for, and oversees implementation of, annual membership campaign.
- Works with the executive director in the development of all fundraising support materials and background information
- Establishes a program of special fundraising events and product sales.
- Generates other fundraising activities as needed

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## Staff Funding Responsibilities

- Serves as public relations ambassador
- Makes sure fundraising work plan is implemented
- Assists in the development of membership & fundraising materials
- Helps in creating workable strategies
- Provides consistent support to the organization committee and the Board in all fundraising efforts
- Tracks contributions, recordkeeping



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## Questions?

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