




NORTH TAHOE FAMILY RESOURCE CENTER:

# Getting a "Jumpstart" from the Tahoe Truckee Community Foundation

“Knowing that I have a coach helps me stay on track. As a person with a ton of    responsibilities, the support and help I'm getting from our Community Foundation & Network for Good is just so needed.”

–AMY KELLEY, EXECUTIVE DIRECTOR

## CUSTOMER PROFILE



North Tahoe Family Resource Center (NTFRC) is a California-based nonprofit that links individuals and families with services and programs to meet their needs and become self-sufficient. Since 2001, the nonprofit has helped more than 1,200 community members each year.



## THE PROBLEM

Like many small nonprofits, NTFRC's executive director is solely responsible for fundraising. Developing and executing an effective fundraising strategy is challenging with only one person at the helm.



## THE SOLUTION

After receiving a grant from the Tahoe Truckee Community Foundation to participate in Network for Good's "Jumpstart" Program, Amy Kelley, NTFRC's executive director, started working with a Fundraising Coach to prioritize and implement new ideas to increase giving alongside her Network for Good fundraising software. According to Amy, having a coach helped her remain accountable to fundraising when she faced urgent tasks.



## THE RESULTS

### ✓ Editing Appeals

Amy also used her coach, Ayda, as an extra set of eyes for NTFRC's year-end appeal letter. As a one-person fundraising team, that help was invaluable:

**"I am writing things for the organization all day and there is never another person available for proofing and feedback. And, not only for editing, but also for advice about content that I put in the letter. With Ayda's help, I used language in our appeal that was more donor-centric rather than nonprofit-centric. Her expertise in what donors want to read was extremely helpful."**

### ✓ Enhancing Events

In addition to her editing assistance, Ayda also helped Amy make a fundraising event more successful. At Ayda's recommendation, Amy developed pledge cards to have out during NTFRC's annual cocktail party. This tactic was implemented to encourage potential donors to make a commitment at the event:

**"Ayda created all of the content for the pledge card. I had our graphic designer apply our branding. Thanks to her help, we got about a dozen meaningful pledges that we would not have received otherwise!"**

### ✓ Setting Regular Meetings

The most successful Network for Good customers schedule recurring meetings with their fundraising coaches. Amy too saw the benefit of having recurring meetings with her coach:

**"Having that pending meeting come up on my calendar reminded me to review what I said I was going to do on our last call so I was prepared for my session which helped me to me to prioritize fundraising."**



Executive directors know that fundraising is important, but when the responsibility falls on their shoulders to plan and execute, fundraising can be a challenge. Having a Network for Good Personal Fundraising Coach in addition to fundraising software, helps make sure the plan is achievable and the work gets done to help nonprofits grow their individual fundraising programs.



## Jumpstart Fundraising

A breakthrough system for grantmakers who want to see grantees sustain and scale the impact of funded programs, the Jumpstart program was developed alongside community, private, and family foundations, to expand and ensure the impact of each dollar granted.

