

# heartland

Coca-Cola

BOTTLING COMPANY

# SEMINAR 4: FUNDRAISING FOR IMPACT



UNITED WAY  
Champaign County

Emerging  
Community Leaders



# Community Question:

**What is the average number of diapers distributed monthly through the UWCC Bottom Line Diaper Bank?**

- A) 5,000
- B) 8,000
- C) 10,000
- D) 13,000

**What is the average number of diapers distributed monthly through the UWCC Bottom Line Diaper Bank?**

**D) 13,000**

In the past five years, thanks to local supporters, monthly distribution has been able to grow from 3,000 to over 13,000.

About 500 families receive diapers monthly through a dozen local nonprofit partners.

# UNITED WAY IN OUR COMMUNITY

The National Diaper Bank Network defines **diaper need** as “the lack of sufficient supply of diapers to keep an infant or child clean, dry, and healthy.”

- 1 in 2 families in the U.S. experience this need.
- Diapers cost \$80-\$100 per month, per child.

United Way Bottom Line Diaper Bank distributes to 12 local partners that can also provide other services to families. About 500 children benefit each month.



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# UNITED WAY IN OUR COMMUNITY

- Thanks to individual and corporate support, the Bottom Line Diaper Bank continues to expand distribution.
- 2024 WCIA/Nexstar's Founder's Day of Caring raised enough diapers and funds to support the Diaper Bank for 3 months. In 2025, **5 months** were covered from contributions made toward the event.
- Can you help make 2026 the best year yet?!

# LEARNING OBJECTIVES

- What are some fundraising methods?
- How can I leverage my network to help a nonprofit organization with fundraising?
- What are some expectations for a volunteer fundraiser?



# FUNDRAISING BASICS

## Importance of Fundraising in Nonprofits

- Brings in resources to fuel impact
- Resources support administration, program evaluation, and development
- Restricted and unrestricted funds are **both** critical, though donors tend to prefer funds going directly to programs.
- Fundraising is knowledge and strategy put into action to create a space for philanthropic motivation.

Philanthropy is to Fundraising as Philosophy is to Implementation

## Some Types of Fundraising

- Individual Giving (annual campaign, planned giving, DAF's, etc.)
- Workplace Campaign
- Grants
- Corporate Sponsorships, Gifts
- Events, Drives, Collections (open)

## Sharing the Mission

- Data-driven
- Testimonies

## Volunteer Fundraising

- How do volunteers enhance fundraising?
- What do I feel comfortable asking?

# TOP MYTHS ABOUT FUNDRAISING

1. Fundraising is just about asking for money.
2. People don't want to be asked for money.
3. Only those with significant wealth/capacity can give back.
4. Most funds raised come from events.
  - a. Events raise money.
  - b. Events raise the most money.
5. You have to know everything about a cause or organization before asking for support.



**Marc Alexander**

Director of Development  
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**University YMCA**



**Daly Andersson**

Wealth Advisor  
**Sterling Wealth Management**



**Justin Seno**

Director of Gift Planning  
**University of Illinois Foundation**

# QUESTIONS FOR PANELISTS

## INTRODUCTION

- What is your professional role?
- What is some of your background with the nonprofit sector?
- What roles do you play in fundraising for a nonprofit as a staff member or volunteer

## YOUR INVOLVEMENT IN FUNDRAISING

- What are some responsibilities you hold (or have held) in fundraising?
- What have you found to be the most successful ways to collaborate or learn from program providers to connect with donors?
- What are some roles or responsibilities that volunteers can hold to support fundraising for an organization?

# QUESTIONS FOR PANELISTS

## BEST PRACTICES AND YOUR STRATEGIES

- What do you wish (other) board members and/or volunteers knew to encourage fundraising?
- What have been some successful practices or strategies that volunteers can use to engage their network in fundraising?
- How much do you use data and other statistical reporting to share the work of your organization(s)? How much do you use stories or other testimonials?

# QUESTIONS FOR PANELISTS

## HOW TO GET INVOLVED

- If someone wants to have the most impact, what are the things they can do to support your organization?
- How and to what extent can volunteers play a role in fundraising?
- What would you consider the most important advice to share with a volunteer fundraiser?

# CLOSING NOTES

- To-do's
  - Volunteer and track hours
  - Support for UWCC and WCIA Diaper Drive?
  - Team project presentation
- Volunteer Opportunities
  - Toast to Taylor Street, Saturday, May 16
  - Crisis Nursery, Friday, June 5
- Next meeting, **Tuesday, June 2**
  - Seminar 5 “Leadership and Accountability in the Community”
  - Culture Index Survey
  - Lodgic Event Hall, 1807 S Neil St.



United Way of  
Champaign County  
brings people and  
resources together to  
create **positive change**  
and **lasting impact** in  
our community.

# THANK YOU!



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