Fundamentals of Funding for WEB

Fundamentals Getting Funding for WEB

If the idea of asking people for money makes your palms sweat and heart pound, you're not alone. For most people, asking for money is one of the most terrifying and humbling experiences in life. It's certainly a skill that can be improved with training and practice, but more important than any training is whether **you** believe in the value of the program.

Four **fund**amental questions to begin the process:
1. How much do we need? (expense budget)
2. Why do we need it? (purpose statement about why it matters)
3. Where are we going to get the money we need? (revenue budget)
4. How can we thank people? (boomerang)

Step 1 - Figure Out How Much Money You Need (Expense Budget)

How to Create an Expense Budget

   • You will need a list of everything required to get your program up and running for one year. Keep in mind that your biggest expense in your first year will be your Basic Training. It's important to indicate in your budget that this is a **one-time expense**; once you go through the WEB training, you're certified for good.

   • In addition to your training cost, you will also want to list of all the other items you anticipate will be necessary each year for the continuation of your program. Put the estimated costs next to all the items and then total that up.

Below is a sample budget that will give you a basic idea of the bare minimum required to implement a program. Feel free to start with the items we've listed below and then add on any other expenses you foresee you might need like busses, lunch for the 6th graders on orientation day, etc.

Sample First Year Expense Budget:

Training for 3 Coordinators	$ 7785 ($2595 per coordinator)
Leader T-shirts	$ 500
Snacks at Meetings	$ 250
Transportation to Events	$ 200
Printing and Copying	$ 100
Total	**$ 8835**

Use this column to itemize all the expenses you can think of that you will need for the first year of your program:

Item	Amount
Total	

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Step 2 – Making Your Case
Be able to communicate why WEB matters

Fundraising is about communicating and connecting with people so that they can support your good work. People have raised millions of dollars for causes without ever actually asking for money directly. If you're able to communicate straight from your heart what you need, why you need it and how someone can help, your program will get funded.

In order to convince people to make a donation, you have to be able to describe the purpose and vision for your WEB program clearly, concisely and with passion. Like a boomerang, you get back what you give and you come back to where you started. So, get to the heart of the matter and communicate why WEB matters to your students and your school community.

Imagine what your school will be like once WEB is up and running year after year.

Before WEB	After WEB

Personal/Professional Growth
What will your becoming a WEB coordinator do for you as an educator? What will it mean to you personally and professionally? What new skills will you bring to the school?

Personal	Professional

Now, write your pitch. You really need a 30 second elevator pitch to share with anyone that will listen. Remember, again, to speak from the heart. Be passionate.

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Step 3 – Figure Out Where the Money Is Going to Come From

Once you have your expense budget for the year and you're clear about why WEB matters to your school, you need to figure out where the money's going to come from to make it happen.

Think about the joy and satisfaction that will come from seeing what WEB could give to your students and to you as an educator. Knowing who will support your program will help you raise funds efficiently and quickly. Who would care about or benefit from WEB being at your school?

Any fundraising professional or nonprofit guru will tell you that in order for a program to sustain over time, it must draw its financial support from a broad group of people who believe in the cause. Getting one big check from Oprah or Bill Gates, while it would be quite exciting, does not make a sustainable program. So, in order for WEB to successfully transform the culture of your school, you will need "buy in" from a broad group of stakeholders. It requires an investment from staff, administration, coordinators, leaders, students and the community at large. Once all of these groups believe in and invest in the program, it will succeed beyond imagination!

Use the chart below to brainstorm any and all stakeholders you know you need to get buy-in from in order to move forward with WEB. List all the stakeholders you can think of and fill in the columns next to their name with the answers to the column prompt that you feel best fits them.

Stakeholder	How does buying in benefit them?	What do they need to hear/see to help them buy in?

How will the program benefit various individuals and groups from your school and the community?

Program Participants	Benefits

Now, you can start to strategically send this amazing message to people who'll want to support WEB at your school!

Potential Sources of Funding for WEB

Below are some potential sources of revenue for WEB. You'll certainly find some champions on this list. Using your total expense budget as a guide, set a target for how much you think each might give relative to how much time, energy and resources it will take to raise funds from each source. Our list of potential sources continues to grow, so keep checking back on the Boomerang Project's Funding Guide!

We suggest you organize your fundraising campaign in this order:

Existing School or District Programs
The Boomerang Project's Grant Writing Guide is full of documents designed to help you make the case for support within your current school or district budget. These tools will help you guide administrators in using the WEB Program to meet the goals of many programs and promising practices in education like character education, substance abuse, anti-bullying, attendance and academic success. You may be surprised to find your funding already exists and that WEB will help meet the goals of these programs!

Parent, Alumni and Student Clubs
WEB is an excellent program for parent and/or student associations to fundraise for and support. Most of these groups are concerned about tangible results and want to give to programs that directly improve the school climate. Many parents and students have experienced the impact of WEB first hand, so knowing that their ongoing support improves the effectiveness of WEB means a lot to them. Alumni WEB Leaders are potential speakers at fundraising events, PTA and staff meetings. When they were WEB Leaders these alumni learned the importance of giving back. So, engaging your WEB alumni in your fundraising efforts not only helps clarify your case for funding, it also nurtures, expands continues their own leadership training. It's inspiring to hear about how their WEB experience continues to enhance their life beyond middle/high school.

Individual/Private Donations
You might be surprised at how many people will help your program…if they're asked. Boomerang recommendation: Always come back around. Once you send a letter to a private individual or family asking for support, it's good to follow up with a phone call. And, once a donation is made, we recommend that you "thank before you bank" i.e., send a thank you card before you cash their check.

City Council, Board of Supervisors, Department of Education
City and county governments are concerned with and commissioned to address crime and keep communities safe. The WEB program is the most researched middle level transition program in the country, so even if your city or county government does not or cannot financially support your program, they will want to know about it. Council meetings are open and you can be invited to present about how WEB works to prevent crime, bullying, drug abuse and truancy on your campus. Newspaper reporters cover these meetings, so be prepared to talk with them about the good that's going on in your school. And, if you do end up getting a story in the newspaper, be prepared for the phone to ring and for opportunities to let people know how to support your program.

Service Clubs
Rotary, Kiwanis, Lions, Soroptimists, Junior League and many other local service clubs are particularly interested in supporting schools, especially for specific programs like WEB. Sometimes you can go and visit the club as a speaker.

Businesses and Corporate Donations
There are many companies like Target, Apple, Wells Fargo, Best Buy and others with large corporate foundations interested in funding education. The process for receiving corporate grants from national headquarters is long and requires a great deal of grant writing expertise and patience. In seeking funding for your WEB program, we recommend

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you visit your *local* Target, Walmart, Best Buy or other neighborhood businesses instead of spending time sending requests to large corporate headquarters. Present the manager of a local store with a letter from your WEB team explaining exactly what you need and how they can help. Always find creative ways to thank any and all businesses that support your program. Keeping it local usually means that businesses will continue to support and invest in your school.

Funding Appeal Letters
You can mail a compelling letter describing the program to members of your community. Be sure to include a return envelope and clear instructions about how to donate specifically to WEB.

E-mail or Online blast appeals
Turn your appeal letter into an email blast. You can set up a Paypal account to collect donations easily and quickly online straight from the email. Ask a student or two to help with a Facebook donation campaign. Many of our friends have "friends" with lots of "friends" who will help spread the word.

Events and Sales
Don't underestimate the power of a bake sale. It's a sweet way to raise some quick funds and, as important as the money you raise, events and sales are opportunities to let the community know about your WEB program. Car washes, dances, skateboard rallies and other creative community service project ideas also make great fundraising events.

Foundation Grants
Some schools have had success presenting proposals for small grants (under $2000) to private foundations. We recommend that you apply to local, smaller foundations for small grants. At the Boomerang Project, we have sample language and drafts of proposals that we can share to help you get started. Remember your Target Expenses? ($8835) Now you can brainstorm your own sources of funding from the list above and any other sources you can think of. In creating your list of potential sources of funding, it's a good idea to project beyond what you think you'll need.

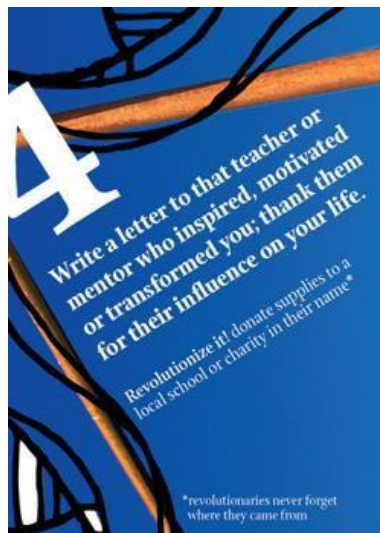## Sample projected revenue budget

School Budget	$ 4500
PTA	$ 1500
Rotary	$ 500
City Bank	$ 500
City Council	$ 1500
Local Target	$ 1000
Phone Tree	$ 500
Bake Sale	$ 300
Appeal Letter/email	$ 500

Your Program projected revenue budget:

Source	Amount

Step 4 – Thanking your investors…you get back what you give.

Fundraising is about giving people the opportunity to make a difference through their investment of money. It's the connection between vision and investment that creates magic and changes lives. You will have the honor of being a WEB Coordinator because somebody – an administrator, the PTA, a service club or individual will want to invest in your vision to create a safe and connected school with the WEB Program.

Don't forget to thank each and every person or group that supports your program. Let them know the difference their investment is making in the lives of your students. They'll be grateful to know that their donations are making a difference and for the outstanding job you'll do with the program.

Keep a list of every donation you get and always remember to "thank before you bank" (send a thank you note before you cash the checks).

Contributors	What was their contribution?	Thanked?