Community Appeals

Pictured: Press conference for Feeding South Dakota’s campaign
Mission and Purpose

• Chamber Mission
  – As the leading Sioux Falls area business advocate, we represent our members by advancing and promoting the economic health and quality of life of the region.

• Community Appeals Purpose
  – To qualify and provide orderly scheduling of capital fund drives.
Community Appeals History

- Business leaders requested that a structured process be formed to discourage unnecessary or overlapping drives, to assess funds available in the Sioux Falls business community.
- Began in 1953 as Community Appeals Board.
- Later changed to Community Appeals Committee.
Why Community Appeals?

1.) To assure the prospective donor that the solicitation is worthy of consideration

2.) To assist the Sioux Falls business community and organizations by vetting capital fund drives to affirm the project is a sound community investment and worthy of donor consideration.
Why Community Appeals, cont.

3.) To help organizations plan their fundraising activities for maximum benefits.

4.) To reasonably limit charitable capital donations requested from the business community.
Qualifying Organizations

- Social
  - Defined as a non-profit

- Educational
  - Defined as an accredited, non-profit post-secondary institution
Ineligible Campaigns

- Campaigns for churches, K-12 schools, clubs and lodges when restricted to their own membership
- Solicitations for political parties and candidates for public office
- Appeals for purposes which are of interest or benefit only to a particular group or denomination
Community Appeals Committee

- Typically senior-level leaders
- Approximately 30 voting members
- Employees of non-profit organizations shall not exceed 20 percent of total
- If committee member or spouse is a board member of an applying organization, he/she will abstain from voting
- Committee members must attend 50 percent of applicant presentations to vote
Application Components

- Stakeholders
  - Governing Board, Organizational Leadership
- Project Description
- Purpose
- Brief summary of community benefit
- Beginning and ending dates of solicitation
- Amount of money to be raised in Sioux Falls
  - Percentage raised from organization’s board, staff/members, allied groups and Sioux Falls businesses
Application Components, cont.

- Those responsible for distribution of funds
- Feasibility study completed?
- Financial projections
- Last financial statement
- Signed/dated by board president/chair and executive director/ceo
- Application timeline: May 1 - Aug. 1
- Vote meeting held by end of calendar year
- Organizations are typically scheduled 24-30 months in advance of campaign start date
Review and Evaluation

- Representative(s) from applying organizations are asked to appear before committee to further explain fund drive and financial plan
  - 30-40 minute presentation, including Q&A
- Approval based on meeting a community need/broad based community acceptance
- Appeal should show consideration of private, public and business sectors regarding available dollars
- Appeal should also detail the economic impact and quality of life attributes
- Committee highly regards the probability for success and partnerships formed
Review and Evaluation, cont.

- Project is managed by an established board
- Funds are used for intended purposes
- Fixed assets should be primary focus
- Solicitations to pay off debt discouraged
- Request is complementary to size and character of project
- Preference given to organizations not scheduled for the past 10 years
Chamber Assistance to Scheduled Campaigns

- Liaison to keep Chamber membership informed
- Provide contact information (excluding emails) of Chamber members at no cost
- Assistance to organize kick-off campaign and culminating event
- Produce a feature story in *Chamber News* magazine at the beginning and wrap-up of campaign
- Promote the campaign in each issue of the *Chamber News* magazine once scheduled
Chamber assistance, cont.

- Email a letter/promotional piece to Chamber members at campaign launch

- Promote the campaign in ads on the Chamber website (siouxfallschamber.com), Quickly (weekly electronic email) as well as social media throughout the campaign
**Campus on East Bank Campaign to support multiple LSS services**

BY MIKE LYNN

A new campaign to support the Sioux Falls Social Services (LSS) is underway, led by a coalition of community members and organizations. The campaign is aimed at raising $1.25 million to support LSS's mission and services for those in need.

The campaign, which kicked off in April, includes a variety of events and initiatives to engage the community and raise awareness. The goal is to reach 75% of the $1.25 million by the end of the year.

In February 2019, the LSS held a successful fundraiser, and the campaign will continue to build on that success. The campaign also includes partnerships with local businesses and organizations to help increase donations.

The coalition includes a variety of organizations and individuals, such as the Sioux Falls Chamber of Commerce, United Way, and local businesses. The campaign's success will help ensure that LSS can continue to provide critical services to those in need.

**Better Banking**

Welcome Tammi Sovak, Mortgage Lender. Tammi's experience and knowledge of the Sioux Falls real estate market make her a great resource to our members. Call her today at 605-997-9012.

- Conventional Loans
- Fixed / Adjustable
- First / Va

Call her today at 605-997-9012.
The purpose of the Community Appeals Committee is to qualify and provide orderly scheduling of capital fund drives. The committee has a responsibility to discourage unnecessary or overlapping drives, to assess funds available in the Sioux Falls business community, and to provide input on realistic drive goals.

Capital fund drive applications will be accepted by the committee until Aug. 1 of any one year and the suggested solicitation amount and time slot for approved drives will be determined and scheduled by the committee no later than February of the following year.

For more information on the Community Appeals Committee, call Mike Lynch at (605) 373-2006.
Community Appeals Promotion

Press conference and wrap-up celebration for DakotAbilities’ campaign
What the Chamber does not do

- Make solicitation calls
- Help formulate campaign volunteers
- Keep records of pledges from the business community
Businesses Giving Back

• Since inception, the Sioux Falls business community has contributed over $60 million to support capital campaigns through Community Appeals
Questions?

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