



UNIT FUND DEVELOPMENT 101

PREPARED FOR THE 2022 ORWG CONFERENCE

9 APRIL 2022

ORIENTATION

- Why Raise Funds?
- Start with a Budget
- Development Opportunities
- Development Pitfalls
- Development Planning
- Questions



WHY RAISE FUNDS?

Integrity First
Volunteer Service Before Self
Excellence in All we Do
Mutual Respect



WHY RAISE FUNDS?

- Appropriated Funds
 - Aircraft
 - Ground Vehicles
 - Communication Equipment
 - ES/Ops Fuel/Oil/Maintenance
 - Congressionally-Budgeted
 - Overseen by USAF
- Non Appropriated Funds
 - Restricted Funds
 - Donor-Directed
 - GC-Reviewed
 - Commander-Approved
 - Unrestricted Funds
 - Everything else!



WHY RAISE FUNDS?



- Operating Expenses:
 - New DF Equipment
 - New Colorguard Equipment
 - AE iFly Activity
 - Dry-Erase Boards for Unit
 - Software
 - Scholarships
 - Travel Expenses
- NOT Capital Expenses
 - New Buildings/Improvements
 - New Aircraft
 - New Ground Vehicles
 - **Outside Scope**
 - **Huge Time & Expertise Investment**

START WITH A BUDGET

- You need a unit financial plan
 - Fund development needs to balance out with expenses
- The plan needs to include all unit expenses
 - Cadet Program Activities
 - ES/Operations Activities
 - Equipment Maintenance
 - Aerospace Education Activities
 - Administrative Costs
 - Awards/Recognition
- THEN you can plan how to generate income
- This is its own presentation, but assistance is available



DEVELOPMENT OPPORTUNITIES

Fundraising Programs Available for Units



**FACEBOOK
FUNDRAISING**



**MATCHING &
VOLUNTEER
HOUR GRANTS**



**DONATE WINGS
& WHEELS**



**WREATHS
ACROSS
AMERICA**



**COMBINED
FEDERAL
CAMPAIGN**



**GRANT CONCEPT
FORM**

These are promoted and supported by NHQ

If you don't use them correctly, your unit may not see the funds



DEVELOPMENT OPPORTUNITIES



- These are other local opportunities
- Prioritize which ones work for your unit
- They're also opportunities to engage the community & make friends
- Connect with your local United Way, or other federated giving organization

DEVELOPMENT PITFALLS

- CAPR 173-4 Says:

- You need Wing CC approval (in writing!)
- No selling alcohol
- No Senior Members in USAF-Style Uniforms
- Don't even mention the USAF
- Do the paperwork

- Development Ethics:

- Don't mislead about where funds are used
- Make specific asks, based on need
- Acknowledge donors
- Allow anonymity if donors request
- Always gracefully accept a "No"

- Also

- Don't use a ".gov" email (not a CAP rule)



DEVELOPMENT PITFALLS

- “We can get a grant for that.”



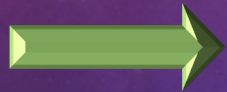
- Grants are DIFFICULT

- “Let me introduce myself...”



- The relationship should’ve started LONG before you ask for support

- “It’s OUR money [they] can’t tell us what to do with it.”



- There are a lot of levels of oversight in CAP



DEVELOPMENT PLANNING

GirdwoodSquadron.com/DevPrez



QUESTIONS?

- Presenter Info
 - Lt Col Edward A. Bos, CAP
 - Ten years professional fundraising experience
 - edward.bos@orwgcap.org
- CAP Chief of Philanthropy
 - Kristina E. Jones, M.A., CFRE
 - Certified Fundraising Executive (She's a highly qualified pro!)
 - [Leads a VERY experienced staff](#)



ADDITIONAL RESOURCES*

- [National Council of Nonprofits](#)
- [CAP Field Fundraising](#)
- [CAPR 173-4](#)
- [BSA Budget Planning \(Non-CAP, but comprehensive and comparable\)](#)
- [BottleDrop](#)
- [Tillamook Country Smoker Fundraiser](#)
- [4imprint \(Ornaments, etc\)](#)
- [Applebee's Fundraisers](#)

*Not Endorsements

