

Guidelines & Talking Points for Nonprofit Organizations

If your nonprofit organization is nominated by the 100 People Who Care Barton County membership, you may be asked to provide a brief presentation at one of our quarterly meetings to educate and inspire the members around your charitable work.

You will have five minutes to present, followed by five minutes of Q&A from the members. Making your case in just five minutes can be challenging, so we have provided some guidelines and talking points to help you make the best use of your time so each member can make an informed decision on how to vote:

- **Presentation Guidelines** - Be prepared. It helps to focus on a specific program that needs funding, and to talk about the people that particular program will benefit and what it accomplishes in Barton County. The more specific you are, the more members will be able to connect their donation with this charity. Don't speak in generalities or the audience will get lost. Tug at their hearts as much as you inform their heads. Try to leave them with a sense of why you are passionate about this charity, and share at least one story of a real person (or animal) that was impacted by the work of the nonprofit and how it made a difference in their life. Presentations should not be overly formal - no PowerPoints or handouts. And have fun!
- **Talking Points** - Be prepared to speak briefly and potentially answer a few questions from the audience:
 - Start with an engaging opening line (Example: *"Every month, 75 women in our community are involved in a domestic violence dispute."*)
 - State your name and your role with the organization, as well as its service area
 - Be prepared to speak to the organization's finances, including the size of their annual operating budget and how much they spend on admin/fundraising.
 - Describe how the funds will be used if your organization wins the majority vote, providing some background on the following:
 - Is this a new or existing program?
 - Does the charity have a plan in place to sustain the program after our funds have been used?
 - How many people will the funds impact?
 - Describe whether the program is essential and what our community will miss if it does not get funded.
 - Provide measurements to be used to ensure success of the program and good stewardship of the donation.
 - Don't forget to tell a story of a person/animal positively affected by the organization.
 - End with a heartfelt ask and a thank you.

Voting takes place on the spot. After all three charities have presented to the group, members will each vote for one charity and the votes will be tallied on the spot. Once the votes have been counted, the winner is announced and all the checks will be made out directly to the winning charity and turned over to them before they leave. Any trailing checks from absent members will be mailed to the charity within a week or two. The winning charity will be ineligible from presenting to the group for a period of two years. The charities that did not win the majority vote are still eligible to present again in the future.

After the meeting, the winning charity is asked to recognize the collective donation from the 100+ People Who Care Barton County group in their annual report and in a press release and social media announcement, tagging our group's page if possible. The Executive Director or designee from the winning charity is required to attend the following quarter's meeting to speak for five minutes on the impact the grant has had on their organization.

Tax Acknowledgment Letters should be submitted electronically to the chapter leader for all members, and the chapter will distribute them to members at the end of the year via email. Charities must agree not to solicit group members individually or add their names to any mailing lists for future solicitations or fundraising announcements. Respecting the privacy of our members is very important to the continued success of the philanthropic effort.