BIG PROJECTS BY LITTLE PROGRAMS:
Changing Community Perception to Create Fundraising Opportunity

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GOALS - LEAVE WITH:

• Ability to embrace Imperfection

• 4 tools to give fundraising campaigns community momentum

• An understanding of your *personal* ability and influence over fundraising and community perception
BACKGROUND

1950-2004

• Wayzata Yacht Club
  • created in 1965, founders bought a small marina
  • Racing driven club
  • 120+ keelboats on Thursday nights
  • 1985 members founded sailing school

• City of Wayzata growth
  • Housing units, equity gap

• WYC Sailors not seen as community members
  • Mostly non-residents, not civically involved
  • Blue collar club (today avg. boat price under $7000)
BACKGROUND
2004-2006

• Moving out & present formation
  • DBA: Wayzata Sailing School
  • Differing goals from founders & partners
  • Purchased our own property
  • ”Kids moved out of the house”

• Raised about $1.2 million
  • 50% of purchase price
  • from sailing families & club members
BACKGROUND
2007-2015

• Retained independence
  • Site was retained, still mortgaged
  • Growth in participation
  • Extended outreach programming
  • Viewed as extension of WYC
  • Supported mainly by sailing community
    • Covered interest, some equipment

• 2015 fundraising reset
  • Neighbor first policy
  • Wayzata Local - New Board President
PRESENT CONDITION

2019

• Debt/mortgage retired
• $3 Million raised since 2015
• Larger footprint locally
  • New branding
  • Business up 30%
  • Project created news – groundbreaking led
• Mike Plant Community Boathouse
  • Building completed
  • Site still In progress (bridge, waterfront)
PRESENT CONDITION
2019
WS CAMPAIGN REORIENTATION KEYS

1. Embrace Imperfection *(especially in people)*

2. Become a Neighbor *(the one that has your house key)*

3. Pilot New Programs *(try something fun)*

4. Your Story is important *(you make your organization unique)*
Campaign Key #1: EMBRACE IMPERFECTION

• Anyone can bring a skill to the table
• "Pony Express" fundraising
  • Who can help, now?
  • Right person for the right time
• Own the narrative, be honest & acknowledging of issues
• Maybe the person isn’t a sailor...
Campaign Key #1: EMBRACE IMPERFECTION
Campaign Key #2:

BECOME A NEIGHBOR

• Be informed & present

• Connect with neighbors
  • Non-sailing events
  • Shop local (yourself & business)
  • Be seen (gear, walking, PFDs)

• Participate civically
  1. Volunteer
  2. Chamber, Rotary, Civic Events (participate)
  3. Businesses, Civic Events (contribute)
  4. Civic Events (anchor)
Campaign Key #2: BECOME A NEIGHBOR
Campaign Key #3:
PILOT NEW PROGRAMMING

• What are you excited about?
• Create new programs around the people who want to run them
• Energy > Buy-in > Success > "Showcase" Fundraising
• Honest in scope
• Partners used to add equipment/skills
Campaign Key #3:
PILOT NEW PROGRAMMING
Campaign Key #4:
YOUR STORY IS IMPORTANT

• What is your connection?
• Power in individual moments & stories
• Board / volunteer education
  • Know who knows focus
  • Each story helps create the full picture
  • “Hand-off” Fundraising
• A good story/connection is advocacy
  • Why professional fundraisers can be tough...
Campaign Key #4:
YOUR STORY IS IMPORTANT
SOCIAL MEDIA MINUTE
WHAT IS YOUR CONNECTION?

Please take 60-seconds to post a selfie video or an image about your connection to your organization on a social media platform of your choice and tag

@USSailing  @wayzatasailing  @your organization
#SailingLeadership
CAMPAIGN KEYS:

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YOUR OPINION MATTERS

Please open the Sailing Leadership Forum app and complete the session survey found in the menu bar.

Thank you for attending this session!