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

Matthew Thompson

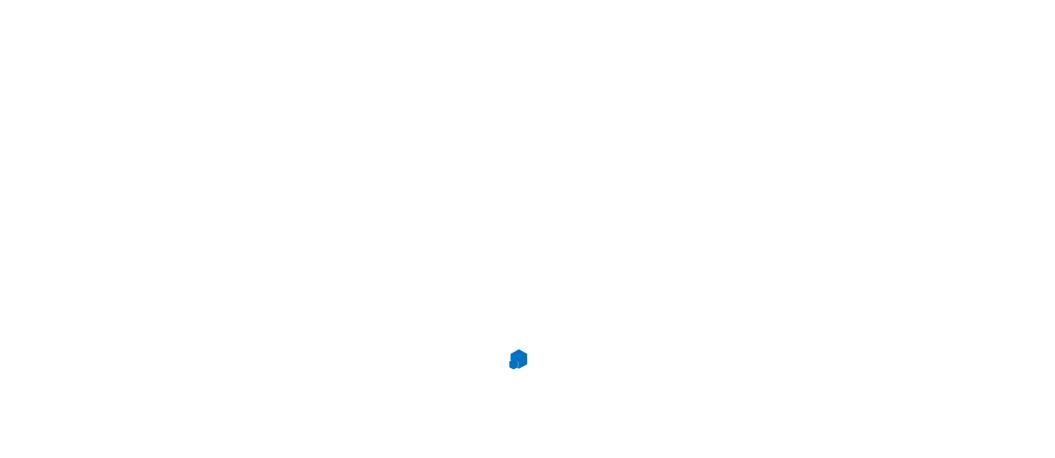
MATTHEW THOMPSON

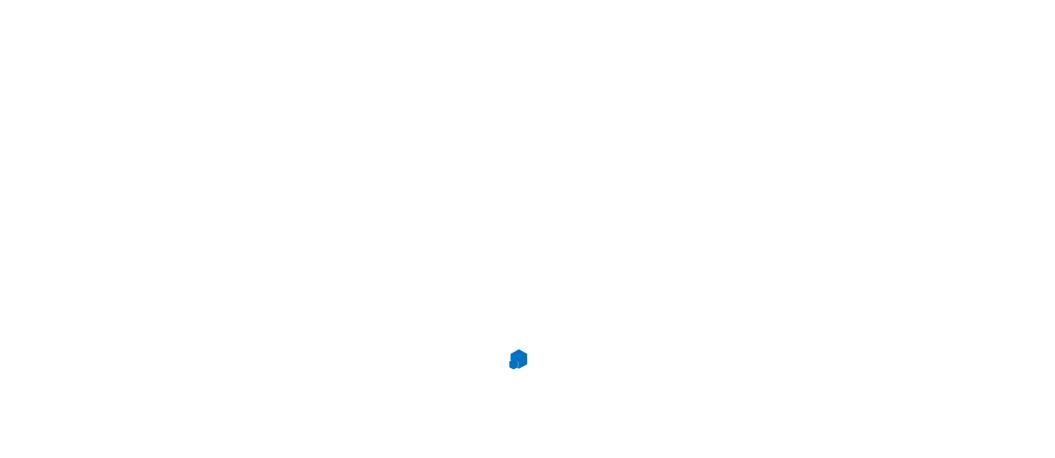
- Executive Director Wayzata Sailing
- Level 3 Small Boat IT US Sailing
- Accreditation Chair Community Sailing Committee
- Bachelor of Design, Architecture University of MN











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

PRESENT CONDITION 2019

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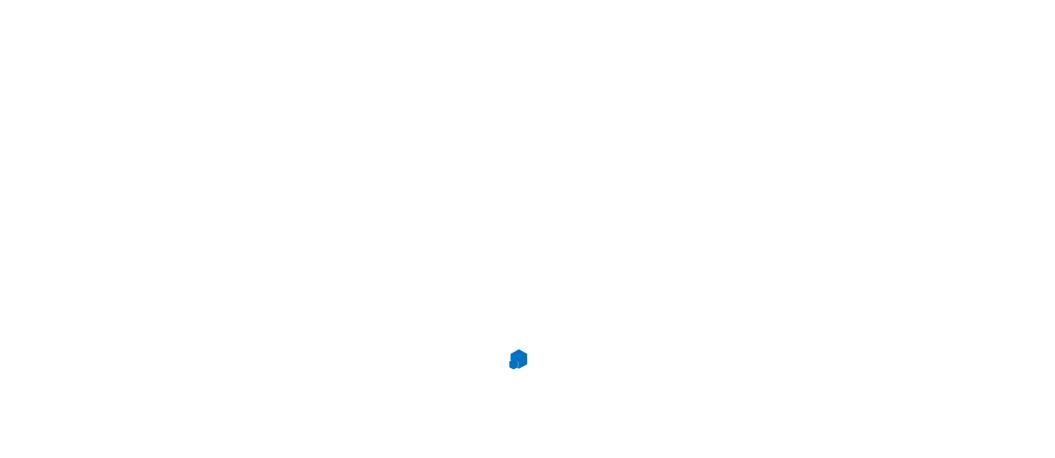
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WS CAMPAIGN REORIENTATION KEYS

- **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

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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)

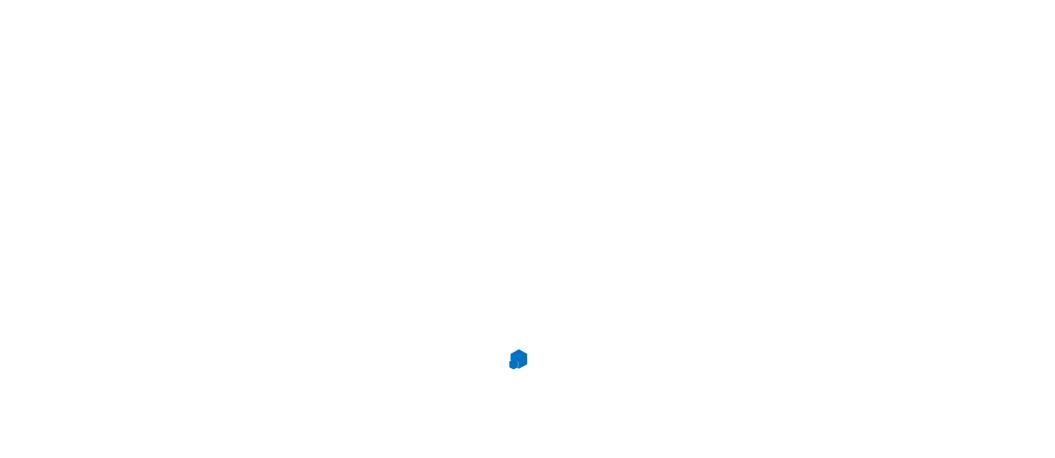


Campaign Key #2: BECOME A NEIGHBOR

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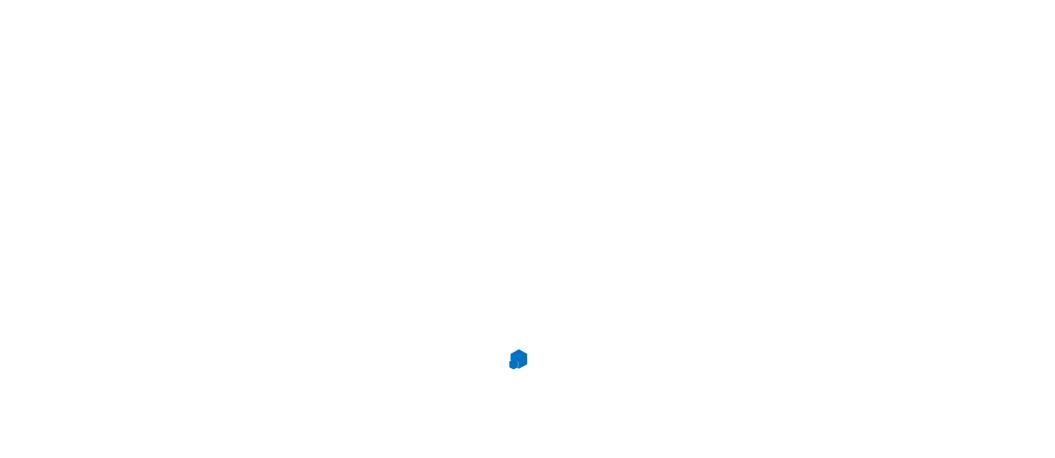
Campaign Key #3: PILOT NEW PROGRAMMING

- 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

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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

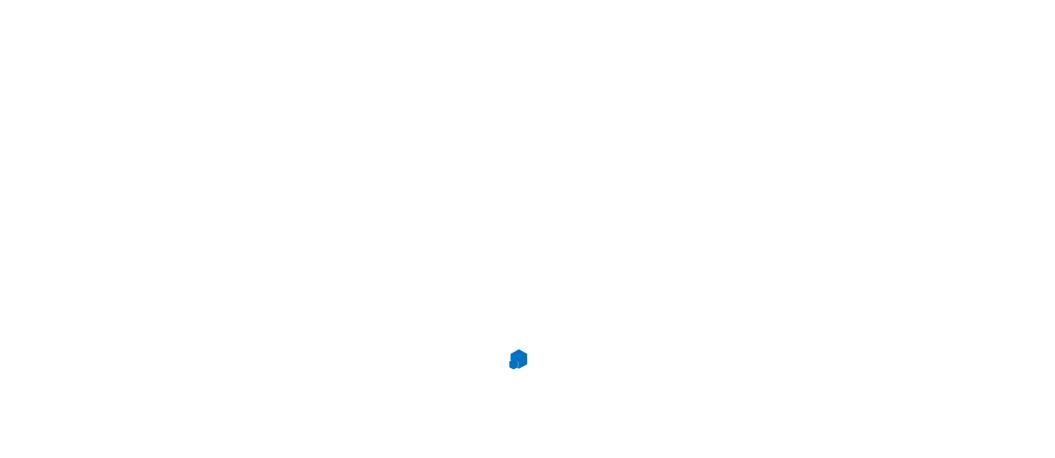
@USSailing @wayzatasailing @your organization
#SailingLeadership



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!

