

USCA GET/GIVE POLICY

Factor - Board Members contribute to and raise money for organization in which they believe.

1. Board Members contributing money evidence that they are personally invested in the organization.
2. If Board Members are not personally committed to the work of the USCA, why should Major Donor or anybody else invest in the USCA?
3. When every Board Member is donor, Major third party donors and foundations view that as strong evidence that the Board is serving because they truly care about the USCA.
4. Raising funds – "the getting" is part of the Board Members' Fiduciary Responsibility to assist in making the USCA a financially stable and sustainable organization.

Factor – How much is to Give?

1. Give at a personally meaningful level. If normally make \$500 gift to non-profit, then give \$750 or \$1,000 to USCA. If normally give \$250, give \$500 to USCA.
2. Make the annual gift to USCA one of top 3 largest gifts given in each year.

"It is the policy and practice of the Board of the USCA that each Director will make an annual cash contribution to the USCA in an amount representing the best of her/his ability to give reflective of her/his personal commitment to the mission and vision of the USCA."

Expectation of Board involvement in fundraising.

Developed by fundraising manger in consultation with directors.

1. Top 3 Charitable Organizations: Each board member will prioritize the USCA as one of the top three charitable organizations he/she supports throughout the year. The amount of activity and financial support should be reflective of this level of priority of giving.
2. Introductions: Each board member will assist in providing introductions for the Fundraising Manager and Fundraising committee. These introductions may serve multiple purposes including but not limited to: potential donors both high level giving and regular annual fund donors, re-engaging our curling alumni, corporate contracts, and event attendees.
3. Support for Fundraising Outreach: Sharing a positive message of the importance of financial support for the organization with fellow curlers.
4. Solicitations: When appropriate and in coordination with the Fundraising Manager and/or CEO, a board member, with a personal connection to a donor, may assist in making a solicitation for the organization. These meetings will be thoughtful and planned out in advance targeting an appropriate ask amount and purpose for the donation.
5. Peer to Peer Fundraising: As peer to peer fundraising programs are developed, board members will share messaging with their personal contacts, encouraging donor support for the organization. These solicitations will include a common ask for support with a personal message from the board member.