



# Fundraising Possibilities That The Pandemic Taught Us

A partnership between a community foundation  
and a local AFP chapter



## Kellie Chavez Greene

Vice President for Programs  
Greater New Orleans Foundation

25 years as a capacity-builder and  
organizational development expert.

Widely known as "G-money"

Avid Sailor



## Devon Turner

Director of Nonprofit Leadership & Effectiveness  
Greater New Orleans Foundation

25 years of nonprofit service with over a decade  
as senior, executive, and board leadership

I ❤️ road trips!





## Natasha Walker, CAP®

Director of Development and Communications  
Ellis Marsalis Center for Music

AFP member since 2009

VP of Programs, AFP Greater New Orleans  
Chapter

Avid Knitter



## Chantelle Pierre

Founder

Chantelle Pierre Consulting

AFP member since 2014

VP of IDEA, AFP Greater New Orleans Chapter

I bake when stressed, especially during Saints games.



- Founded in 1923
- Serves 13 parishes in SE Louisiana
- Provides civic leadership to help address the biggest challenges facing our region
- Connects donors and fundholders to the causes that they're passionate about

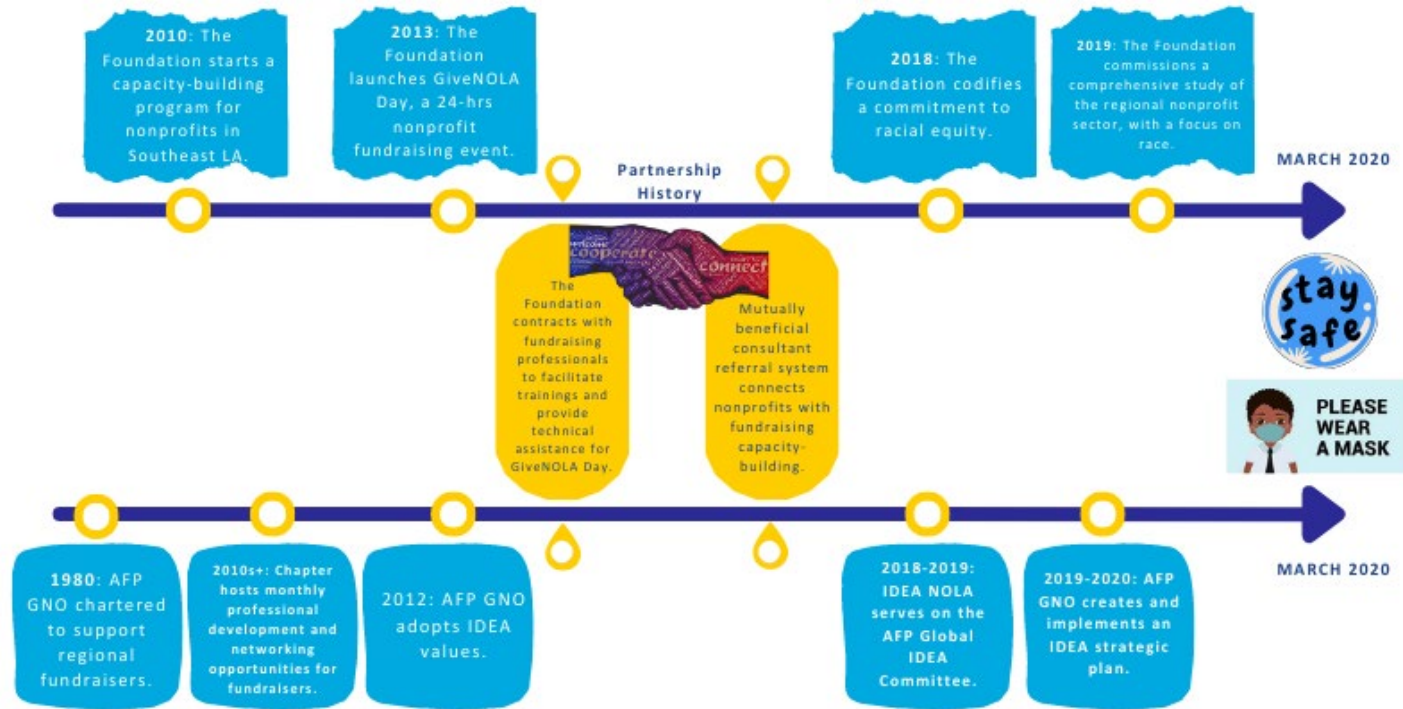


- Chapter established in 1980
- Operational budget - \$31,282
- 337 members



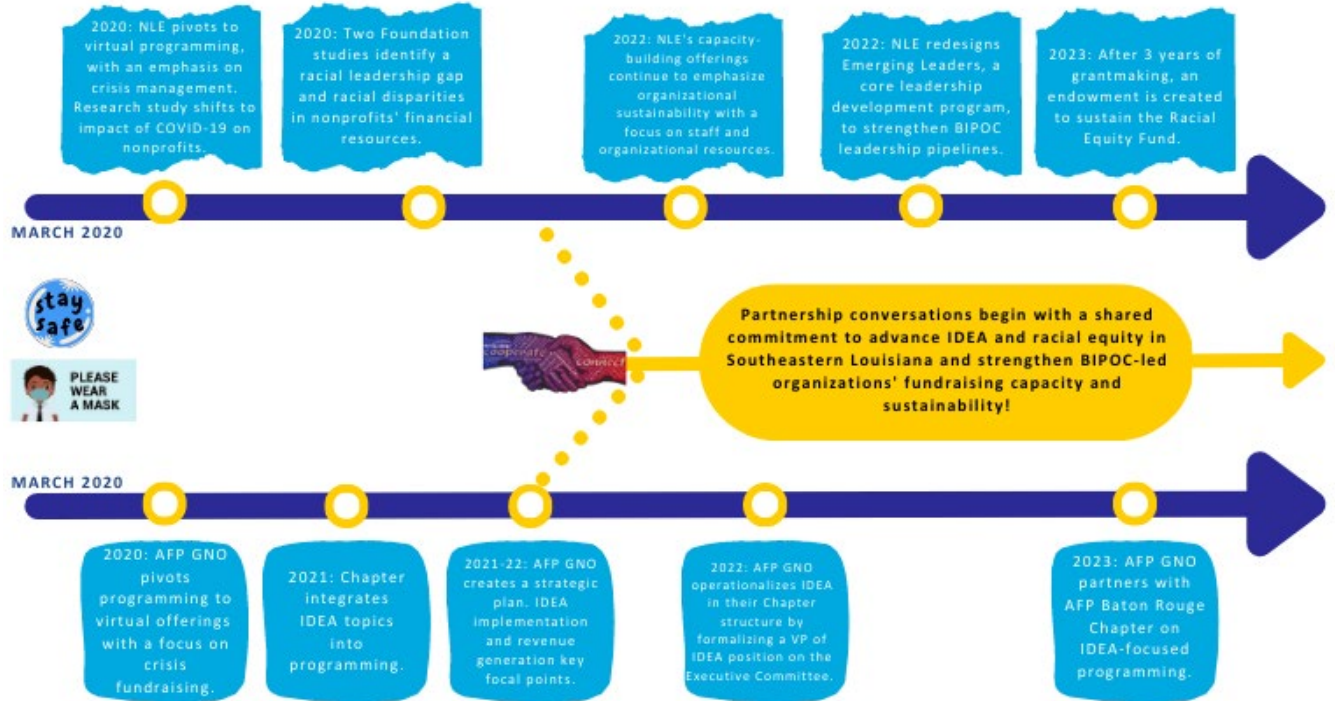


# A Tale of Two Organizations





# A New Path Forward







# Generating Revenue





# Initiating and Developing Partnerships

- Strategic Planning
  - Recognizing our chapter's value
- Identifying potential roadblocks
  - Conflict of interest
  - Are these roadblocks self-imposed?
- Examining existing relationships
  - Loyal sponsors/ longtime supporters



# The Partnership Proposition

## Partnership Not a Grant

- Identify the **right partner**
- Develop a **case for support**
- Name the **value proposition**
- Demonstrate your **impact**
- Use **data**
- Demonstrate **alignment**
- Create **benefits by leveraging** what you have
- Deepen **relationships**





# Activity



## So the people in the back can hear!

- Your AFP chapter has value beyond your membership.
- Acknowledge that your AFP chapter needs and deserves to thrive on its own. Fundraisers provide critical services!
- Focus on the partnership, not just the grant.

