How to Secure Funding and Advocates for Your Program

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Introductions

Please share:

- Your name
- Organization & job title
- Greatest personal or team need relevant to fundraising for your initiatives (one sentence)
ACTIVITY:

Connecting to our experience
Activity: Establish a Baseline

• The thought of asking people (funders) for money terrifies me.
• I/my team has been successful at raising funds to sustain our work.
• I feel really confident messaging my work for funders.
• I am clear on who the funders are in my area.
• Fundraising for sustainability is a priority for my team as we enter the next school year.
Agenda

• Analyzing your audience
• Shaping your pitch
• Connecting with and keeping your funders
• Reflection and closure
Outcomes

• Identify pathways to sustainable funding in your context

• Demystify the philanthropic world to enhance long-term relationship-building and strategy

• Acquire strategies so you & your team can elevate your fundraising effectiveness
Analyze Your Audience

WHY AND HOW TO

Analyze Your Audience
Why Understand Your Audience?
How to Analyze Your Audience

• What do they care about?
• What are their priorities?
• What are their challenges?
• What questions or concerns might they have?
• Do they already know about or believe in your program?
Many Types of Funders

Government
- Local
- State
- Federal

Philanthropy
- Venture
- Community
- Family
- Corporate
- Individual
Sample Audience Analysis

Regional Foundation Program Officer

BACKGROUND
– Ph.D.
– May have experience in school administration, teaching, and/or management at/above principal level

IDENTIFIERS
– May be key influencer to district
– Driven by key areas of focus
– Data-driven

GOALS
– Improve student outcomes and opportunities
– Improve community
– Attract funding to solutions
– Stimulate transformative change of public education systems across a region
– Leverage and make connections between and among all existing resources

QUESTIONS
– How does your work align with our goals?
– How does your work improve teacher effectiveness and student achievement?
– How are you tracking progress?
– How do you coordinate with others, leverage existing resources?
– How much does it cost?
– Is district committed to putting own funding behind the work?

CHALLENGES
– Lack of donations/resources
– Programs sometimes don’t generate promised results
– Programs funded sometimes prove too difficult to effectively roll out
– Long-term visions for district difficult to realize amidst leadership churn

COMMON CONCERNS
– Cost

COMMUNICATION PREFERENCES
– Direct
– Email
– Website
– In-person meeting/site visit
– Search
– Blog posts
– Social media

WHAT PROGRAMS CAN DO
– Lead with impact data
– Prove effectiveness of programs through case studies
– Clearly demonstrate how work will advance district goals/vision
– Illustrate how program can help them achieve their mission

– District readiness
– Time before seeing measurable results
Sample Audience Analysis

Next Generation Donor

• Want meaningful, hands-on engagement and to develop close relationships with the organizations they give to, giving their time and talent as well as their treasure.

• Highly networked with their peers, learn about causes from trusted friends and share philanthropic experiences with peer networks.

• Seek to balance respect for the legacy of previous generations and revolutionizing philanthropy for greater impact; use innovative, even risky strategies to make their giving more effective.

• Philanthropy is a part of who they are; not just something they do; develop their philanthropic identity from an early age by learning through hands-on experiences and looking to older generations; eager for new experiences that help them to be better philanthropists.
Context Matters

• New Presidential Administration
  – Many unknowns remain
  – Funders reevaluating plans & priorities

• Other national and local factors
  – Many things affect funders’ plans and priorities
  – Adjust your “ask” accordingly
Take Your Audience on a Journey
HOW TO

Shape Your Pitch
Step One: Make the Case

• Point out the issue(s) you’re solving

• Prove that the issue exists and is urgent
STUDENTS WITH THE GREATEST NEED FOR STRONG TEACHERS DON’T HAVE THEM

• Black and Latino students are more likely to attend schools with higher concentrations of inexperienced teachers.

• Students eligible for free and reduced-price lunch had less access to effective teaching, according to an expansive Institute of Education Sciences 2013 study.

29 states are struggling to fill teaching positions

1 in 5 American teachers quit within their first 5 years

More than 50% of teachers in high-need districts leave within five years
TEACHER TURNOVER WEAKENS STUDENT ACHIEVEMENT AT A SUBSTANTIAL COST TO DISTRICTS

- Students of teachers in the same grade level in the same school did worse in years where teacher turnover rates were higher.
  - How Teacher Turnover Harms Student Achievement (AERJ 2012)

- NCTAF estimates the cost of replacing each new teacher to be $6,250 in non-urban districts and $8,750 in urban districts.

States spend between $1–2.2B a year on teacher turnover

Source: Alliance for Excellent Education, 2014
Step Two: Demonstrate Your Impact

• Describe how your program addresses the issue(s)

• Provide evidence that it works

• Focus on benefits, not features
Focus on Benefits, Not Features

Features (NO)
Our program provides in-service professional development training and mentoring for beginning teachers. Participating teachers will receive PD training in a series of six professional development classes.

Benefits (YES)
Our program helps educators become more effective, retains talented teachers, and contributes to greater student learning by providing educators with the job-embedded coaching they need to succeed.
Use Numbers and Stories

Quantitative
• How are you improving teacher retention, teacher effectiveness, and/or student learning?
• How many students and educators have been served to date?

Qualitative
• What success story or testimonial can you share to illustrate impact beyond numbers?
Comprehensive Teacher Induction Improves Student Achievement

IMPACT ON STUDENT ACHIEVEMENT

Results consistently show students taught by NTC-supported new teachers learned more compared to students whose new teachers received traditional new teacher support.

Comprehensive Teacher Induction Increases Teacher Effectiveness

NTC-SUPPORTED TEACHERS DEMONSTRATE HIGHER PROFICIENCY IN ENGAGING STUDENTS

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<th>Category</th>
<th>Traditional</th>
<th>NTC-Supported</th>
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<tbody>
<tr>
<td>Activities &amp; Assignment</td>
<td>16%</td>
<td>28%</td>
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<tr>
<td>Grouping Of Students</td>
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<td>52%</td>
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<tr>
<td>Instructional Materials &amp; Resources</td>
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<td>60%</td>
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<tr>
<td>Structure &amp; Pacing</td>
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<td>48%</td>
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NTC-SUPPORTED TEACHERS DEMONSTRATE HIGHER PROFICIENCY IN USING ASSESSMENT IN INSTRUCTION

<table>
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<th>Category</th>
<th>Traditional</th>
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<tbody>
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<td>Assessment Criteria</td>
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<tr>
<td>Monitoring of Student Learning</td>
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<td>Feedback to Students</td>
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<td>Student Self-Assessment/Monitoring</td>
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<td>12%</td>
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COMPREHENSIVE TEACHER INDUCTION ADVANCES TEACHER PRACTICE & RETENTION

In programs using NTC’s comprehensive model of teacher induction, teacher retention increased by 30%. Additionally, 90% of teachers in the NTC comprehensive teacher induction model report a direct impact on student achievement as a result of their mentorship relationship. NTC-supported teachers demonstrate a higher capacity for analyzing student work and adjusting their teaching practice accordingly.

30%

INCREASE IN RETENTION

New teacher retention increased by 30% after just 2 years of NTC support.

90%

OF NEW TEACHERS

agree that work with their NTC mentor influences their practice and meets their needs as a growing professional.

87%

OF ADMINISTRATORS

believe NTC influenced their district’s growth in advancing teacher practice.

A 2007 study discovered that every $1.00 invested in a comprehensive induction program produces a return of $1.66 after five years.
Activity: How Is Your Pitch?

With a partner, discuss:
• What issues are you working on?
• How do you solve the issues?
• What impact are you having?
• What do you need, and why?

Share with the room:
• How ready are you to have that same conversation with a funder?
  • Not at all ready.
  • Close, but not yet.
  • Let’s do this!
CONNECTING WITH AND KEEPING

Your Funders
Know the Funder (prior to contact)

Do your homework on a funder of interest
  – Details on their giving interests
  – Who they fund and for how much
  – Bios/backgrounds of relevant employees
  – Granting cycle
  – Who in your network can connect you

Resources to help you
  Website/Form 990’s (Guidestar)/ Your Network/Other organizations they have funded/LinkedIn

Stay away from uninvited proposals (usually)
TIPS for Working With Funders

• All about **relationships**! Try to connect beyond the work
• Be careful of “**chasing the money**”
• Don’t present as **desperate**
• Leverage **partnerships** when possible (Important)
• Figure out funders’ **granting trajectory**, use the PO
• Two kinds of **no — now and forever**
• Funder as **donor/connector/advocate**
• Stay away from **innovation addiction**
TIPS for Working with Funders Cont’d

• Okay to say “I don’t know”, just follow w/ “I will find out”

• Show stakeholder involvement, commitment, and buy-in

• Get over the myths that “Program Officers don’t care” & “Program Officers think they’re experts, and they’re not”

• Impact, continuous improvement, sustainability, and scale

• Pro Bono/In kind opportunities go both ways

• Consistent funder stewardship is so important!
Think/Pair Share & Closure

Next steps for you and your team:

What are a couple next steps based on your learnings today that you will commit to?

Who do you need to involve to support you with these next steps?
Feedback

• Please complete the session evaluation via the Symposium 2017 Mobile site.

• Session evaluations are located under the Session and Conference Evaluation link and sorted by Track and then Session Number.

• Session evaluations can also be found under the Workshop and Session Information link.

• Click on the session number you attended and the evaluation link is below the session description.
THANK YOU!