

# OPERATIONS

## FUND ADVISOR TOOLKIT

Northwest Minnesota Foundation



### Disaster Recovery Fund Toolkit

In order to prepare for future disasters, Northwest Minnesota Foundation has been participating in the Philanthropic Preparedness, Resiliency, and Emergency Partnership (PPREP) cohort since 2014. This group of community foundations from across the Missouri River Basin has been convened by the Funders' Network for Smart Growth and Livable Communities.

We believe that a key component of a community's ability to be resilient and thrive during a crisis is to invest in thoughtful preparation. NMF helps communities sustain the place they call home by helping them set up a Disaster Recovery Fund. Having established a disaster recovery fund, your community is creating the means for outside donations to stay local. Generous and empathetic people want to help when a community is in crisis – so the disaster recovery fund is vital.

#### Basics

The Northwest Minnesota Foundation will not take an administrative fee on the disaster recovery funds held for your local community. We encourage the raising of 100% spendable funds that can go to meet the needs for nonprofit and public entities in your community. Some needs may be immediate, while others may be longer term. We are here to assist you with strategically planning the best ways to address and meet the needs in your community.

We encourage the disaster recovery and resiliency funds to raise contributions through online platforms. Your disaster fund has an online link ready to launch. We are ready to help you do so. Additionally, we will assist you in setting up a text-to-give platform if you are so inclined.

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### How to talk about the Disaster Recovery and Resiliency Fund: Start with What, Why and How

It is important that fund advisors answer three questions for their potential donors: What? Why? and How?

1. **What:** Name the current disaster that is affecting your community. You do not need to elaborate too much as it is likely your fellow community members are aware of the situation and are familiar with the status of the disaster. They are likely seeking out resources and ways to help.
2. **Why:** Why should donors give to this fund? What makes this fund the best vehicle to meet the needs of your community?
3. **How:** How can people donate to the fund? How will their money be used to support Disaster Recovery efforts in your community?

### Online Messaging Templates

NMF has drafted messaging templates to make it easy for a Disaster Recovery Fund to get the word out and start raising money. Feel free to tweak any of these examples to fit the mission and voice of your fund.

*Examples are included on the following pages.*

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### **Email**

Greetings,

In response to the recent [disaster name/situation] affecting our community, the [name of Community Fund/Parent Fund] has established a Disaster Recovery Fund. This is a critical time for us to step up and gather resources to help provide emergency funding to our community organizations and civic agencies.

Our leadership team has identified the following priorities that we will be providing financial support to:

- [Priority 1]
- [Priority 2]
- [Priority 3]

We will also be assessing the critical needs of our community as time goes on and will take input and feedback from our community members as we continue to monitor this situation.

Consider making a gift to this Disaster Recovery Fund today. The sooner we can raise funds, the sooner we can ensure our neighbors are receiving the help they need during this difficult time.

To make a gift, [insert online donation link and/or mailing address]

Thank you for your generosity. Together, we can recover from this and demonstrate what it means to be a resilient community.

Sincerely,

[Fund Advisors/Leadership team]

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### **Social Media**

**1)** Support our community during this difficult time by making a gift to the [Name] Disaster Recovery Fund! The sooner we can gather resources, the sooner we can get critical funding out into the community and help those most vulnerable during this time.

Our community can and will recover from this tragic event, but it will take all of us stepping up to lend a hand. A gift of any amount is greatly appreciated!

[Link to donate online/instructions to mail in checks]

**2)** Together we can demonstrate what it means to be a resilient community. Consider making a gift to the [Name] Disaster Recovery Fund today so we can provide funding and critical resources to our friends and neighbors.

[Link to donate online/instructions to mail in checks]

**3)** The [Name] Disaster Recovery Fund is fundraising to support the following needs in our community:

1. [Priority 1]
2. [Priority 2]
3. [Priority 3]

With your gift, we can provide support to those who need is most and get our community back on its feet. A gift of any amount will make a difference!

[Link to donate online/instructions to mail in checks]

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### ***Radio interviews talking points***

We have established the [Name] Disaster Recovery Fund so that we can gather resources and deploy critical funding needs to our community as soon as possible in light of this [disaster/situation]. Anyone can make a gift right now to support our community and those who are most vulnerable to the effects of this tragic event. People can donate by: [Online/mail in donation procedures]

This is a critical time for our community to come together and demonstrate what it means to be resilient in challenging times. We are raising money for the [Name] Disaster Recovery Fund now so that we can get resources out into the community as soon as possible. Anyone who is willing and able to donate can do so by: [Online/mail in donation procedures]

We know that people in our community are feeling uncertain and vulnerable in light of this [disaster/situation], so we established the [Name] Disaster Recovery Fund. This is a great way for our community members to step in and lend a hand and ensure that we are supporting each other in times of need. Every gift will help us support people whose lives have been changed by this event. To make a donation: [Online/mail in donation procedures]

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### **Newspaper press release**

FOR IMMEDIATE RELEASE

[Contact info – name, email address, phone number]

[Date]

The [Name] Disaster Recovery Fund Now Accepting Donations

The [Parent Fund/Community Fund name] Leadership Team has established the [Name] Disaster Recovery Fund in response to [disaster/situation]. This fund is designated to providing critical resources to our community and will provide funding for the following priority areas:

1. [Priority 1]
2. [Priority 2]
3. [Priority 3]

Nonprofit organizations and civic agencies will be able to submit grant proposals to receive funding to address these priority areas. The fund has set a goal to raise \$ \_\_\_\_\_ by [Date].

[Insert quote from Fund Advisor/Leadership team member]

To make a gift to the [Name] Disaster Recovery Fund: [Online/mail in donation procedures]

### **We're here to help!**

Please contact Dawn Ganje at [dawng@nwmf.org](mailto:dawng@nwmf.org) with your questions about the best way to move forward in your community. We are ready to assist you during this time.

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