

How and Why a Problem-Solving Court Should:

- Write a case statement
- Meet one-on-one with local donors

The Why and How of Case Statements

Local sources of funding:

- United Way funds health & human services, so PSCs count
 - Ask when their grant cycle is
 - Find UW board members and talk to them about “fit”
- Community Foundations
 - Unrestricted grants budget
 - Ask when their grant cycle is
 - Call or send “letter of inquiry”
 - Donor Advised Funds
 - Chat with program staff about donor advised funds where the donor has an interest in PSC, mental health, addictions, people in need, etc.
 - Talk with CF regarding possibility of donors who want to remain anonymous; can CF funnel donations through them to you?
- Donors (individuals, couples, families, companies)
 - Prepare for one-on-one conversations

Writing a case statement great exercise for your team; It can be used for:

- Putting into focus what and why you do what you do
- Prep for grant applications – large and small
- Press releases, newsletters, social media
- Annual staff meeting – revisit and revise
- On-boarding new team members

Joe Garecht of “The Fundraising Authority” says: “Case statements cast a bold vision for a better future, and invite donors to get caught up in that vision.”

Start with journalism basics:

- Who
- What
- Where
- When
- How
- Why

Focus on why:

- What is the problem and why does it exist?
- Why does your organization/program exist?
- What are three data points your program is trying to “move the needle” on?
- Why you? Why here? Why now?
- What will occur as a result of their donation?

According to an Illinois Partners poll, Illinoisans have four values and PSCs address each one:

1. Education – Un- and under-employed can be fixed by appropriate training and education
2. Security – our community is safer with less drug activity and fewer DUIs
3. Opportunity – people can pull themselves up by their bootstraps...if they have bootstraps
4. Health – addiction is both physical and mental health issue; unhealthy people can't work, function, or raise children

<http://www.illinoispartners.org/human-services-works/values/>

Old-school marketing training:

- Identify each potential audience
- **What do you want the reader/listener to...**
 - **Think?**
 - **Feel?**
 - **Do?**

Donors like organizations that are smart...smart enough to:

- look inward
- Re-direct
- Re-vamp
- Admit when you're wrong
- Ask for guidance
- Be honest
- Make an impact

How to Meet One-on-One with Donors

Addressing the pushback from the notion of meeting one-on-one with donors:

- Politics
 - Judges don't/can't fundraise
 - But can they make introductions, sit at lunch, tell a story?
 - Donor might be opposite political party
 - Problem-Solving Courts appeal to both sides
 - Liberal: social justice, second chances, smaller prison population; keeps families together
 - Conservative: holding people accountable, giving people the boot straps to pull themselves up by; successful graduates contribute taxes and to society in general; keeps families together
 - Sustainability of PSCs need to exist long after 4-year elections
- If you've never met one-on-one with donor before:
 - Start out small
 - Personal letter requesting meeting (coffee, lunch, beer)
 - Be prepared to broach topic at social events such as Chamber Business After Hours
 - Use it as response to "What's new?"
 - Practice with your family and friends

Once you're face-to-face:

- Thank
- Explain what PSCs are...and what they are not
- Know your "why" points
 - Handouts are good but if you hand it out too soon they'll only read and not listen
- Bryan Clontz: "4 Ss – Story, story, story....shut-up"
 - People naturally like to talk
 - They will be able to connect one of your stories to their life
- Caution when writing/telling stories
 - Can quickly turn to gossip
 - In rural communities they can still figure out the person based on news reports and social media
 - It's okay to use examples from other counties to avoid gossip; assure them you have similar stories locally
 - Reveal warts as well as success

- People are flattered when asked for advice; talk about local systemic problems, not individual participant problems:
 - Public transit doesn't run on weekends; participants find jobs but they are weekend shifts – How do they get there?
 - The average 2-bedroom apartment requires an hourly wage of \$19 – How do we find housing for our participants to get them away from their bad influencers?
 - Six of our participants can't get the good-paying jobs here because they have old felonies on their records – Thoughts?
- Focus on listening
- What will your “ask” be?
 - The social service agencies provide food, rent assistance, job assistance, etc. But none of them provide help around transportation. Will you donate \$1,000 so we can...buy gas cards...fund car repairs...pay for 6 months of auto insurance...buy transit ride cards??
 - Will you donate \$5,000 so that our team can attend national training? It's been a few years and we are behind the curve on standards and best practices.
 - Decide in advance where donors can write checks
 - Donations to taxing bodies are deductible
 - Since most PSCs are funded through State's Attorney's Office, this is most likely

After the meeting:

- Thank in writing
- Touch base every 6 months – maybe a small note “since we met, I'm happy to report that Tom got a job that he's held for 6 months and even got a small raise!”
- If a donation comes:
 - Decide in advance where donors can write checks
 - Donations to taxing bodies are deductible
 - Since most PSCs are funded through State's Attorney's Office, this is most likely
 - If \$250 or more, you must send a charitable tax deduction receipt
 - Even if donation is less than \$250, send thank you note/receipt anyway!!!