



Application for RaiseMN Campaign Institute 2019-2020 Cohort

Application Deadline: July 12, 2019 at 5:00pm CT

The RaiseMN Campaign Institute assists nonprofits in building their overall capacity for fundraising, building sustainable individual giving infrastructure based on the specific needs of each organization. It is not a one-size-fits-all program like a conference workshop or webinar. We strive to give each nonprofit we work with a bespoke coaching experience, fully focused on the issues they bring forward throughout our work together.

Applications are now open for the next RaiseMN Campaign Institute cohort, which will begin in September! The Institute, now in its third year, is a year-long cohort offering expert fundraising coaching and peer learning to small- to medium-sized nonprofits (under \$2 million) working to build their fundraising strategy and infrastructure.

Please be sure to review the application guidelines at RaiseMN.org to ensure your organization is eligible to participate. And because this is an opportunity that will require significant effort from your organization, please read the information and commitment expectations in the guidelines to see if it is the right fit for your organization.

In this Application form, asterisks (*) indicate required questions. If you wish, you may use [this document](#) to draft your responses offline, then copy and paste your responses into this online application. **All applications must be submitted through this online form.**

RaiseMN is a program of [GiveMN](#), provided in an effort to promote the GiveMN mission. Engagement with RaiseMN is subject to the [RaiseMN Terms of Engagement](#). By engaging with or applying to the Campaign Institute program, all participants agree to these Terms.

Applications are open to all eligible organizations beginning on June 10 and **must be submitted by July 12, 2019 at 5:00pm CT.**

*** Organization Name**

*** EIN Number (without punctuation)**

*** Organization Legal Address**

Street Address

City

State

ZIP

*** Please select the county in which your organization's legal address is located.**



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RaiseMN Campaign Institute Application

Who from your organization will participate?

- Organizations must engage three participants who are committed to attending all sessions and meetings. The Institute requires three people, representing both board and staff, to be involved because RaiseMN seeks to help transform the organization's overall fundraising knowledge, infrastructure, and culture, which extends beyond just one individual staff member.
- At least one participant must be a board member, not staff.
- At least one participant must be a senior executive serving in a fundraising leadership role. If your organization only has one paid staff member, two of the participants may be board members.

* Participant A - Your Board Member

First Name	<input type="text"/>
Last Name	<input type="text"/>
Title / Role	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

* Participant B - Your Senior Executive

First Name	<input type="text"/>
Last Name	<input type="text"/>
Title / Role	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

*** Participant C - Your Additional Board or Staff Member**

First Name

Last Name

Title / Role

Email Address

Phone Number

*** All three individuals identified above are aware of the required commitment for participating in the RaiseMN Campaign Institute and are prepared to fulfill this commitment, including understanding that your organization's success in the program and ability to secure a RaiseMN Challenge Grant may be dependent on this participation.**

Yes

No

*** Please identify the participant that will serve as the primary contact for your organization.**

Participant A - Your Board Member named above

Participant B - Your Senior Executive named above

Participant C - Your Additional Board or Staff Member named above



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*** 1. Tell us how you pursue your mission. Describe the core program(s) of your organization and the outcomes that indicate your organization's success.**

*** 2. Does your organization primarily serve the communities of Dakota, Ramsey, and/or Washington Counties in Minnesota? (Check all that apply.)**

- Yes, we serve Dakota County. Yes, we serve Washington County.
- Yes, we serve Ramsey County. None of the above.

*** 3. Does your organization primarily serve the Greater Minnesota communities listed below? (Check all that apply.)**

- | | | |
|---|--|--|
| <input type="checkbox"/> Yes, we serve Aitkin County. | <input type="checkbox"/> Yes, we serve Jackson County. | <input type="checkbox"/> Yes, we serve Pipestone County. |
| <input type="checkbox"/> Yes, we serve Becker County. | <input type="checkbox"/> Yes, we serve Kanabec County. | <input type="checkbox"/> Yes, we serve Polk County. |
| <input type="checkbox"/> Yes, we serve Beltrami County. | <input type="checkbox"/> Yes, we serve Kandiyohi County. | <input type="checkbox"/> Yes, we serve Pope County. |
| <input type="checkbox"/> Yes, we serve Benton County. | <input type="checkbox"/> Yes, we serve Kittson County. | <input type="checkbox"/> Yes, we serve Red Lake County. |
| <input type="checkbox"/> Yes, we serve Big Stone County. | <input type="checkbox"/> Yes, we serve Koochiching County. | <input type="checkbox"/> Yes, we serve Redwood County. |
| <input type="checkbox"/> Yes, we serve Blue Earth County. | <input type="checkbox"/> Yes, we serve Lac qui Parle County. | <input type="checkbox"/> Yes, we serve Renville County. |
| <input type="checkbox"/> Yes, we serve Brown County. | <input type="checkbox"/> Yes, we serve Lake County. | <input type="checkbox"/> Yes, we serve Rice County. |
| <input type="checkbox"/> Yes, we serve Carlton County. | <input type="checkbox"/> Yes, we serve Lake of the Woods County. | <input type="checkbox"/> Yes, we serve Rock County. |
| <input type="checkbox"/> Yes, we serve Cass County. | | <input type="checkbox"/> Yes, we serve Roseau County. |

- | | | |
|---|---|--|
| <input type="checkbox"/> Yes, we serve Chippewa County. | <input type="checkbox"/> Yes, we serve Le Sueur County. | <input type="checkbox"/> Yes, we serve Saint Louis County. |
| <input type="checkbox"/> Yes, we serve Chisago County. | <input type="checkbox"/> Yes, we serve Lincoln County. | <input type="checkbox"/> Yes, we serve Sherburne County. |
| <input type="checkbox"/> Yes, we serve Clay County. | <input type="checkbox"/> Yes, we serve Lyon County. | <input type="checkbox"/> Yes, we serve Sibley County. |
| <input type="checkbox"/> Yes, we serve Clearwater County. | <input type="checkbox"/> Yes, we serve Mahnomon County. | <input type="checkbox"/> Yes, we serve Stearns County. |
| <input type="checkbox"/> Yes, we serve Cook County. | <input type="checkbox"/> Yes, we serve Marshall County. | <input type="checkbox"/> Yes, we serve Steele County. |
| <input type="checkbox"/> Yes, we serve Cottonwood County. | <input type="checkbox"/> Yes, we serve Martin County. | <input type="checkbox"/> Yes, we serve Stevens County. |
| <input type="checkbox"/> Yes, we serve Crow Wing County. | <input type="checkbox"/> Yes, we serve McLeod County. | <input type="checkbox"/> Yes, we serve Swift County. |
| <input type="checkbox"/> Yes, we serve Dodge County. | <input type="checkbox"/> Yes, we serve Meeker County. | <input type="checkbox"/> Yes, we serve Todd County. |
| <input type="checkbox"/> Yes, we serve Douglas County. | <input type="checkbox"/> Yes, we serve Mille Lacs County. | <input type="checkbox"/> Yes, we serve Traverse County. |
| <input type="checkbox"/> Yes, we serve Faribault County. | <input type="checkbox"/> Yes, we serve Morrison County. | <input type="checkbox"/> Yes, we serve Wabasha County. |
| <input type="checkbox"/> Yes, we serve Fillmore County. | <input type="checkbox"/> Yes, we serve Mower County. | <input type="checkbox"/> Yes, we serve Wadena County. |
| <input type="checkbox"/> Yes, we serve Freeborn County. | <input type="checkbox"/> Yes, we serve Murray County. | <input type="checkbox"/> Yes, we serve Waseca County. |
| <input type="checkbox"/> Yes, we serve Goodhue County. | <input type="checkbox"/> Yes, we serve Nicollet County. | <input type="checkbox"/> Yes, we serve Watonwan County. |
| <input type="checkbox"/> Yes, we serve Grant County. | <input type="checkbox"/> Yes, we serve Nobles County. | <input type="checkbox"/> Yes, we serve Wilkin County. |
| <input type="checkbox"/> Yes, we serve Houston County. | <input type="checkbox"/> Yes, we serve Norman County. | <input type="checkbox"/> Yes, we serve Winona County. |
| <input type="checkbox"/> Yes, we serve Hubbard County. | <input type="checkbox"/> Yes, we serve Otter Tail County. | <input type="checkbox"/> Yes, we serve Wright County. |
| <input type="checkbox"/> Yes, we serve Isanti County. | <input type="checkbox"/> Yes, we serve Pennington County. | <input type="checkbox"/> Yes, we serve Yellow Medicine County. |
| <input type="checkbox"/> Yes, we serve Itasca County. | <input type="checkbox"/> Yes, we serve Pine County. | <input type="checkbox"/> None of the above. |



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*** 4. Briefly describe (in no more than five sentences) the primary demographic community or communities that your organization serves.**

*** 5. Please provide the racial/ethnic demographics of your staff by providing the number of persons identifying with each category below. (Whole numbers only.) (If none, please enter 0 in the field.)**

American Indian /
Alaska Native

Asian

Black / African
American

Hispanic / Latino /
Spanish

Middle Eastern /
North African

Native Hawaiian /
Other Pacific
Islander

White / Caucasian

Two or more races or
ethnicities / Other

Total

*** 6. Please provide the racial/ethnic demographics of your board of directors by providing the number of persons identifying with each category below. (Whole numbers only.) (If none, please enter 0 in the field.)**

American Indian /
Alaska Native

Asian

Black / African
American

Hispanic / Latino /
Spanish

Middle Eastern /
North African

Native Hawaiian /
Other Pacific
Islander

White / Caucasian

Two or more races or
ethnicities / Other

Total



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*** 7. What is the total dollar amount your organization raised from *individual* donors in your most recent fiscal year? (Whole numbers only.)**

*** 8. What percentage of the total dollars raised in your most recent fiscal year came from *individual* donors? (Whole numbers only.)**

*** 9. How many unique individual donors gave at the following levels in your most recent fiscal year? (Whole numbers only.) (If none, please enter 0 in the field.)**

Less than \$100

\$100 - \$499.99

\$500 - \$999.99

\$1,000 - \$4,999.99

\$5,000 or more



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Please provide brief answers (no more than five sentences) to the following questions.

*** 10. How do you currently engage individual volunteers to support your organization's program(s)?**

*** 11. How do you currently cultivate and solicit individual donors to financially support your organization's program(s)?**

*** 12. How do you engage *new* supporters to your organization, like event attendees, first time volunteers or donors, social media supporters, or peer to peer fundraisers?**

*** 13. Which staff person or people has fundraising as a primary responsibility and how many board members are actively engaged in soliciting gifts? Please also describe how these members of the fundraising team are involved in setting the fundraising strategy.**

*** 14. What are your current fundraising strategies? Describe how both staff and board are involved in the fundraising and what tools and strategies you use to make your appeals.**

*** 15. Describe how your organization practices donor stewardship and keeps donors engaged after they make a gift?**



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*** 16. How confident are you that your organization's current fundraising strategy is adequate to meet the demands of your organization's mission?**

0 = Not at all confident	1	2	3	4	5 = Neutral	6	7	8	9	10 = Extremely confident
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide brief answers (no more than five sentences) to the following questions.

*** 17. What impact do you anticipate participating in the RaiseMN Campaign Institute will have on your organization's individual giving and fundraising strategies?**

*** 18. Why are you interested in the RaiseMN Campaign Institute and why is this the right time for your organization to participate?**

*** 19. Please describe any meaningful or significant changes in your organization's board or staff leadership in the past 12 months or expected in the next 12 months.**



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Please upload the following attachments.

*** 20. A copy of your current IRS determination letter (or that of your fiscal agent) indicating tax-exempt 501(c)(3) status.**

Only PDF, PNG, JPG, JPEG files are supported. File size limit is 16MB.

Choose File

No file
chosen

*** 21. Financial statements from your most recently completed fiscal year, audited if available, showing actual expenses. This information should include a balance sheet, a statement of activities (or statement of income and expenses), and functional expenses.**

Only PDF, DOC, DOCX, PNG, JPG, JPEG files are supported. File size limit is 16MB.

Choose File

No file
chosen

*** 22. Organization budget for current fiscal year, including income and expenses.**

Only PDF, DOC, DOCX, PNG, JPG, JPEG files are supported. File size limit is 16MB.

Choose File

No file
chosen

*** 23. List of board members and their affiliations.**

Only PDF, DOC, DOCX, PNG, JPG, JPEG files are supported. File size limit is 16MB.

Choose File

No file
chosen

*** 24. Organization strategic plan under which you are currently operating.**

Only PDF, DOC, DOCX, PNG, JPG, JPEG files are supported. File size limit is 16MB.

Choose File

No file
chosen



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By submitting this application, the organization agrees to:

- Engage three participants who are committed to attending all RaiseMN Campaign Institute sessions and meetings with their RaiseMN coach for the duration of the program.
- Commit organizational resources of time and funding to advance the fundraising campaign plan developed as part of the RaiseMN Campaign Institute.
- Commit to improving the organization's overall individual giving strategies and capacity.
- Abide by the [RaiseMN Terms of Engagement](#).

To submit your completed application, click "Submit Application" below.

Organizations will be notified of the final status of their application on August 26, 2019.

If you have additional questions, please email raisemn@givemn.org.