

2023 Funding Request Overview

GiveMN works each day to ignite generosity by connecting 400,000+ donors to causes they care about while helping 10,000+ nonprofits and schools reach their fundraising potential. GiveMN is best known for Give to the Max, Minnesota's annual giving event that has rapidly grown to be one of the largest giving events in the United States. In 2022, more than \$34 million was raised for nearly 6,500 nonprofits and schools!

GiveMN also builds fundraising knowledge and infrastructure for organizations through our RaiseMN coaching program. RaiseMN breaks the mold of traditional fundraising consultancies. Since our public launch in 2017 via our inaugural Campaign Institute, generously supported by the Saint Paul & Minnesota Foundation, RaiseMN has coached more than 500 nonprofits varying in location, budget size, mission, and populations served. When organizations raise more money and can better pursue their missions, our entire state is stronger, more resilient, and a better place for each of us to live, work, and play.

GiveMN respectfully requests \$2,000,000 in funding from the State of Minnesota as a one-time appropriation in 2023, (to be matched with \$1,000,000 in non-state revenue) to scale the impact of GiveMN and RaiseMN programs to thousands of organizations who have expressed a need for our support to strengthen the nonprofit sector across the state.

GiveMN will utilize \$2,000,000 for the RaiseMN Campaign Institute and pass-through challenge grants for participating organizations to offer individualized and valuable coaching to organizations selected by GiveMN. RaiseMN has found our greatest impact with organizations that represent one or more of the following characteristics:

- led by or serving BIPOC and/or LGBTQIA2S+ communities;
- located and working in Greater Minnesota;
- with annual budgets of \$2 million or less

RaiseMN was catalyzed based on a critical need voiced by the nonprofit community. In our most recent year of coaching, 100% of participants reported improved fundraising culture in their organizations, 89% reported having more confidence in fundraising, 78% reported connecting with new donors, and 100% reported that the fundraising plan they developed in partnership with RaiseMN will help them better meet the demands of their missions.

For example, the Rochester Symphony Orchestra and Chorale received coaching through the Campaign Institute starting in 2019 through late summer of 2020. When COVID-19 hit, the organization and their RaiseMN coach developed an adapted plan that would keep their organization running and ready to create music for their community. With the help of their coach, the Orchestra pivoted their campaign plan, which typically relies on appeals via postal mail, to a digital strategy. Incredibly, the Orchestra raised *triple* the amount they had raised the year prior—an amazing feat for this small organization that they directly attribute to strategies and support provided through their partnership with RaiseMN.

With increasing demand for our current services, today's team of coaches and program developers does not currently have the capacity to serve every organization in Minnesota who needs us. After more than 200 no-cost emergency coaching sessions in the spring of 2020, 75% of participants said the cost of RaiseMN services would have been a barrier to them accessing our support. To support the thousands of Minnesota nonprofits who need to build their fundraising capacity to meet their mission—for whom cost is a clear barrier to accessing our services—GiveMN must scale to meet the needs of our sector across the state.

Based on the success of previous RaiseMN Campaign Institute cohorts, the one-time appropriation will support GiveMN to work with 750-1,000 organizations from September 2023 – December 2026. GiveMN will prioritize working with organizations: led by and/or for BIPOC and/or LGBTQIA2S+ communities and/or; Greater Minnesota organizations and/or; organizations with budgets under \$2 million.

- **GiveMN will provide 5-10 coaching engagements for 750-1,000 organizations**—a proven number of sessions leading most partner organizations to significant fundraising success.
- **GiveMN will select 250-500 of the above organizations for a \$2,500-\$5,000 challenge grant** per organization to catalyze their fundraising campaigns.
- **GiveMN will provide all participating organizations with at least two cohort-wide training sessions,** helping to catalyze community relationships for support and collaboration.

