

There's Wealth in the Boonies

Engines for Building Rural Endowments

*A Peer-Exchange Workshop sponsored by the Rural Development Philanthropy (RDP) Learning Network
Managed by the Community Strategies Group, The Aspen Institute*

January 29-31, 2003

Jurys Washington Hotel

1500 New Hampshire Avenue NW / Washington DC 20036

Phone: 202-483-6000 / Fax: 202-328-3265

Agenda

Wednesday, January 29, 2003

On-going

Arrivals

6:30-8:00 p.m.

Rally Your Peers: *An RDP Welcome/Networking Reception*

Westbury Room

For those who have arrived, begin the socializing and networking with your peers right away by convening for chat and light refreshments on Wednesday evening. Signs and/or staff in the hotel lobby will direct you to the reception. You can also check in at the reception and get your *Workshop Welcome* packet.

Thursday, January 30, 2003

7:00-8:00 a.m.

BREAKFAST & REGISTRATION

Doyle Ballroom

Buffet breakfast will be available in our main meeting room for all participants one hour prior to our start time. *Those participants who did not check in on Wednesday evening may do so now.*

8:00 a.m.

Welcome & Introductions

Doyle Ballroom

Janet Topolsky (Aspen CSG/RDPLN) will set the scene for the workshop, introduce the agenda, and help us figure out how best to use its peer-exchange opportunities. Then we'll all get to know each other a bit.

9:00 a.m.

Engines for Building Rural Endowments: *An RDP Thinking and Action Framework*

Doyle Ballroom

A Resource Tag-Team, including Janet Topolsky, Pat Vasbinder, Elizabeth Myrick and Sidney Armstrong will offer and illustrate a framework for how community foundations can think through, act on and assess their strategy and tactics for building rural endowment engines that will enhance the economic vitality of rural families and communities. You'll find our "beta-version" of this framework in your *Workshop Welcome Packets*...do follow along. And you will notice that we refer to its steps and ideas throughout the workshop....culminating in having you apply it to your very own endowment building goal in our closing session. So it might pay to pay attention!

10:30

Break

11:00

**Getting to Know Your Rural "Wealth":
*Tools and Rules from the Field***

Doyle Ballroom

Likely the #1 question that rural-focused community foundations ask each other is "How can we find rural donors?" Of course, this question fronts for its own "wealth" of background questions: What *is* "wealth" in rural areas? How do we find out who has the real money in our rural county when no one will talk about it? Where do our rural people with assets go for their financial advice? Should we focus on the folks with "real money" or develop a range of givers and giving opportunities in rural areas? What do rural donors care about? How can we encourage rural folks to give to endowment? And so on....

In this session, RDPLN members will detail the development and use of four approaches that can help uncover and energize philanthropic potential in rural areas of many shapes and sizes. Specifically, we'll hear about:

- ***The Transfer of Wealth Analysis.*** Jeff Yost of the young and vibrant Nebraska Community Foundation will detail how NCF adapted a national study how much wealth will transfer in the U.S. over the next 50 years to make projections about when and how much will transfer in each of Nebraska's 93 counties over the same period. He will further regale you with tales of how NCF has used these projections to organize and energize rural community endowment building.
- ***The Philanthropy Index.*** Alan McGregor of the Southern Rural Development Initiative will offer an overview of *The Philanthropy Index for Small Towns and Rural Areas*, developed by the Southern Philanthropy Consortium. The *Index* offers a step-by-step process for measuring your rural community's potential for creating a charitable fund. It uses "hard" data about a community, compiled from national sources like the Internal Revenue Service and the Census Bureau, to create an objective measure of the financial wealth that exists within households and businesses in that community. It also poses a number of subjective questions for leaders in your community to answer that measure the level of community involvement from local individuals and businesses, as well as the likelihood that you will be able to engage community members in creating a charitable fund.
- ***Rural Donor Survey.*** Elizabeth Banwell, former Director of Marketing and Communications for the Maine Community Foundation, will detail how MCF used knowledge gained from a survey of their *existing* donors to help MCF assess and set more productive rural endowment-building goals and strategy.
- ***Identifying and Working with Rural Gatekeepers.*** Judy Sjostedt of Parkersburg Area Community Foundation in West Virginia will detail her methods for finding and engaging the "gatekeepers" in rural areas – both the usual and unusual suspects. What's a rural gatekeeper in this context? A rural gatekeeper is the person who stands between a rural (or rural-caring) person of wealth and those seeking access to that wealth (that means you). Most often, these are financial advisors, attorneys, bankers and accountants, but Judy may surprise you with a few more.

Please see *Session Outlines and Design* in your Workshop Welcome Packet for the questions each presenter will address.

Thursday, January 30, 2003 - *continued*

1:00 p.m.

LUNCH

Doyle Ballroom

You have the opportunity to set up optional “Munch Meeting” discussions on topics of your choice that may have escaped the agenda. Please see *Munch Meeting Guidelines* in your *Workshop Welcome Packets*.

2:30 p.m.

Go Deep...with Your Interest of Choice

Join the presenter of your choice for a more in-depth exchange with peers on the “Getting to know Rural Wealth” approaches offered this morning.

- **Transfer of Wealth Analysis** - *Jeff Yost / Westbury A*
- **The Philanthropy Index** - *Alan McGregor / Westbury B*
- **Rural Donor Surveys** - *Elizabeth Banwell / Westbury C*
- **Rural Gatekeepers** - *Judy Sjostedt / Berkeley (2nd floor)*

3:45 p.m.

BREAK (if you wish)

4:00 p.m.

Tactic and Strategy Break-Outs - *Session 1*

Participants may choose from one of these two concurrent peer-led sessions related to building rural endowment that will help improve community and economic development outcomes. Please see *Session Outlines and Design* in your *Workshop Welcome Packet* for the questions each presenter will address and how the session will be organized.

1.1 Low-Touch to High-Touch:

Rural Donor Services from Basic to Bodacious

Doyle B

- **Pat Vasbinder** - Consultant; Former Vice President and Chief Operating Officer, New Hampshire Charitable Foundation
- **Judy Sjostedt** - Executive Director, Parkersburg Area Community Foundation
- **Alexandra Reid** - Director of Donor Services and Planned Giving, Humboldt Area Foundation
- **Elizabeth Myrick** - Senior Associate, Community Strategies Group, The Aspen Institute; Former Program Director, Maine Community Foundation

Perhaps even more so than in urban areas, a community foundation’s rural endowment building success can sink or swim based on how deft its touch is with donors. If a regional or statewide foundation reaches out to rural areas, its geographic distance from rural donors requires special effort to establish a close and ongoing connection. A rural-based foundation, because of its proximity to the donors, must take care in matching its donor services and recognition to the local culture – which may vary from community to community. In this session, we’ll start by hearing stories from RDP peers about how several rural-focused community foundations handle donor services from the basics to the bodacious – with excellence. We’ll include many services that might come into play over the lifecycle of a donor:

- Gift Acceptance Policies
- Investment Options
- Donor Contact
- Donor Recognition
- Special Services for Donors
- Donor Learning and Involvement

Once we hear a few stories, we’ll open it up for more peer suggestions and advice.

Thursday, January 30, 2003 -- *continued*

4:00 p.m.
(continued)

1.2 Honoring Rural: *Choosing and Using Language, Message and Methods to Market Rural-Focused Endowments*

Doyle A

- **Elizabeth Banwell** - Consultant; former Director of Marketing and Communications, Maine Community Foundation
- **Jeff Yost** - Executive Vice President, Nebraska Community Foundation
- **Tom Cote** - Organizer; Beacon Community Foundation (Daniels County, Montana)
- **Monica Mutuku** - Director, Kenya Community Development Foundation

We hear it over and over again – “No one in our rural area knows what an endowment is.” Well, we can all remember a time when we didn’t know either! But we now know that especially in rural areas, it may be that *everyone* (or at least the key gatekeepers) in the community must “get it” before one dime drops for your rural endowment. In this session, we get an overview on message development for targeted donors, and then hear stories about how a few creative foundations have tailored their education and tactics to their rural areas and populations. Then we’ll open it up for more ideas and advice.

6:00 p.m.

ADJOURN FOR THE DAY

Take off, enjoy the neighborhood, and network at will with your colleagues. Check out the restaurant guide in your *Welcome Packet* for nearby fare, or consult a CSG staff person for cuisine queries further afield.

Friday, January 31, 2003

7:00 a.m.

BREAKFAST

Doyle Ballroom

Buffet breakfast will be available in our main meeting room for all participants one hour prior to our start time. You have the opportunity to set up optional “Munch Meeting” discussions on topics of your choice that may have escaped the agenda. Please see *Munch Meeting Guidelines* in your *Workshop Welcome Packets*.

8:00 a.m.

Introduce The Day

8:15 a.m.

Tactic and Strategy Break-Outs - *Session 2*

2.1 Many Donors, One Fund:

Developing Area Funds in Amazing Rural Places

Doyle Ballroom

- **Elizabeth Myrick** - Senior Associate, Community Strategies Group, The Aspen Institute; Former Program Director, Maine Community Foundation
- **Tom Cote** - Organizer; Beacon Community Foundation (Daniels County, Montana)
- **Andy Morikawa** - Executive Director, The Community Foundation of the New River Valley
- **Doug Friedli** - Development Director, Nebraska Community Foundation

“That’ll never work here,” they said. But it did work. Find out how some very rural communities – remote, neglected, diverse, “without assets” – have managed to build broad-based community endowments using a variety of tactics, including matches, community events, alumni appeals, small-to-large donor efforts, and the kitchen sink! And get an overview about what it takes for a regional or statewide community foundation to build and service rural area funds.

2.2 Expanding Your Pie:

Partnering with Private Foundations, Government and Individual Philanthropists to Cook Up Plenty Rural Endowment

Westbury

Sid Armstrong – Consultant; former Executive Director, Montana Community Foundation

Diane Harrop – Board Member, Wyoming Community Foundation

Michael Chamberlain – Chief Development and Operating Officer, New Mexico Community Foundation

Christine Delpont – Executive Director, Greater Rustenburg Community Foundation (South Africa)

“If we could only get that REALLYBIG private foundation, the Osbourne Family Fund, Mrs. Leevalegacy and/or Governor NoNewTaxes interested in helping us build our rural endowments... with their resources, it could make a real difference.” Well it *has* in some places and times, and a few of your colleagues can you tell you how they leveraged them in, kneading the dough slowly until they got a real rise out of some resource partners.

10:00 a.m. **BREAK**

10:30 a.m. **Tactic and Strategy Break-Outs – *Session 3***

Participants may choose from one of these two concurrent peer-led sessions related to building rural endowment that will help improve community and economic development outcomes. Please see *Session Outlines and Design* in your *Workshop Welcome Packet* for the questions each presenter will address and how the session will be organized.

3.1 Endowment for What?

Using Good Rural Programs to Produce Great Rural Endowments

Doyle Ballroom

- ***Janet Topolsky*** – Associate Director, Community Strategies Group, Aspen Institute; Director, Rural Development Philanthropy Learning Network
- ***Monica Mutuku*** – Director, Kenya Community Development Foundation
- ***Diane Harrop*** – Board Member, Wyoming Community Foundation

Everyone says they are connected – now we can prove it. This session will feature a few rousing and very stories from community foundations that have effectively utilized rural grantmaking and program efforts to spark and spur rural endowment building. And then you can all talk amongst yourselves about how you can try this at home!

3.2 Doom or Vroooooom?

Turning Agency, Field of Interest, Donor-Advised and Scholarship Funds into Rural Endowment Building Engines

Westbury

- ***Pat Vasbinder*** - Consultant; Former Vice President and Chief Operating Officer, New Hampshire Charitable Foundation
- ***Sid Armstrong*** - Consultant; former Executive Director, Montana Community Foundation
- ***Alexandra Reid*** - Director of Donor Services and Planned Giving, Humboldt Area Foundation

Many are the rural-focused foundations that have built significant and ongoing rural endowments based on these basics. But we know there are plenty of questions – How do we keep servicing our scores of individual scholarship funds from eating us alive? How do you make a rural field of interest fund grow beyond its first major donor? To promote agency funds or not to promote agency funds? Should we put all our eggs in donor-advised fund growth strategy basket? Hear here from some peers, and share your own experience about how you can organize yourselves to zoom ahead with these funds and increase your rural endowed dollars-per-mile.

12:15 p.m.

LUNCH

Doyle Ballroom

Continue your session discussions over lunch...or you have the opportunity to set up optional “Munch Meeting” chats on topics of your choice that may have escaped the agenda. Please see *Munch Meeting Guidelines* in your *Workshop Welcome Packets*.

1:45 p.m.

Sharpening Session: *Peer-to-Peer Advice on Your Foundation's Rural Endowment Building Enterprise*

Rooms to be Announced

So let's do something different at this workshop – and actually *process* what this all means to us back home! In this culminating session, your foundation will be teamed with a few other foundations and some resource team members to advise each other on the rural endowment-building goal your foundation brought to the workshop. Taking into account your learning and gleanings from the past 28 hours, you'll be asked to sharpen (or change!) each others' goals, strategies, tactics, targets, timelines – let the peer experts decide!

We'll leave time at the end for you to reaffirm or revise the goal you brought with you, and to add some action steps to take when you get back home.

Thinking of leaving early? Think again – this peer advice session always averages the highest ratings at our RDP workshops!

Note: All workshop participants are assigned to assist a group with Peer Advice. Please see Session Outlines and Design in your Workshop Welcome Packet to find your assigned group and room number.

4:15 p.m.

Closing PLENARY: *Post (& CHEER) Your Goals!*

Doyle Ballroom

5:00 p.m.

ADJOURN!