

A bronze statue of a man, likely the 'The Spirit of Birmingham' statue, stands on a pedestal. He is pointing his right arm towards the right, holding a large arrow. The background is a panoramic view of Birmingham, Alabama, at night, with city lights and buildings visible under a dark blue sky.

**MAY 6-8**

**BIRMINGHAM**  
**ALABAMA**

# MAIN STREET 2024 Now



**MAIN  
STREET**  
2024  
*Now*

**Diversify Your  
Revenue Sources  
TODAY!**

**Donna Ann Harris, Heritage Consulting Inc.**

# Agenda for this session

- Main Street budgets in general
- Benefits of diverse revenue sources
- Quickest ways to raise money
- Where do charitable dollars come from today?
- 7 traditional Main Street revenue sources
- Who is responsible for fundraising?
- Focus on revenue YOU control
- Next Steps
- Q & A

# Handouts

1. Slide deck for this presentation
2. *Procrastinators Guide to Year End Giving parts 1 & 2*
3. *Make Your Case Triple your Membership*
4. *Make More Money from Members*
5. Yearlong Sponsorship Brochure from Bridgeton NJ
6. Yearlong Sponsorship Brochure from Woodbury NJ
7. Ideal Membership Brochure from Heritage Consulting Inc.
8. Membership Brochure from Main Street Franklin MI
9. 135 Main Street Fundraising Event Ideas slide deck PDF

# FIND ALL THE HANDOUTS HERE

[heritage consulting inc MSA 2024 presentation](#)

# Main Street budgets in general

- Budgets start small, grow incrementally
- Are a function of local talent and persistence
- Harder to raise money as time goes on, not easier
- 7 traditional Main Street revenue sources
- Diversify your revenue sources ASAP



# Benefits of multiple sources of revenue

- Prevents over-reliance on any one source
- Cushions the organization against unforeseen circumstances
- Allows mistakes to be made without dire consequences
- Encourages many people to become involved with the organization



# Quickest ways to raise money

- Dues today
- Individual donations today
- Corporate donations 1-6
- Special events 1-6
- Selling services 1-6
- Foundation proposals 3-12
- Corp sponsorships 3-12

*From Joan Flannigan Grass Roots Fundraising Book*



# Quickest ways to raise money

- Corporate philanthropy 3-12
- Major donors 3-6
- Selling products 3-6
- Auction 3-12
- Government grants 1-3 years
- New business set up 2-5 years
- Direct mail only 3-5 years
- Bequests/planned gifts 3-20 years

*From Joan Flannigan Grass Roots Fundraising Book*

# In 2022, Americans gave **\$499.33 BILLION** to charity

**DONOR ADVISED FUNDS  
ARE AMONG THE FASTEST  
GROWING FORMS  
OF GIVING.**

## Where did the generosity come from?\*

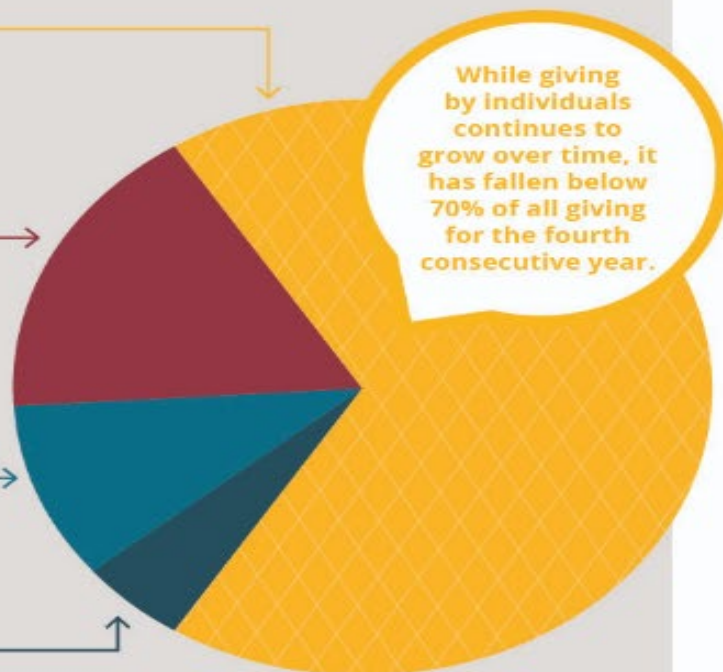
CONTRIBUTIONS BY SOURCE (by percentage of the total)

**64%**  
Giving by Individuals  
\$319.04 billion

**21%**  
Giving by Foundations  
\$105.21 billion

**9%**  
Giving by Bequest  
\$45.60 billion

**6%**  
Giving by Corporations  
\$21.08 billion



While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

\* All figures on this infographic are reported in current dollars unless otherwise noted. Inflation was especially high in 2022, at 8.0%, and results may differ when adjusted for inflation.

## Where did the charitable dollars go?

CONTRIBUTIONS BY DESTINATION (by percentage of the total)

- 27% to Religion**  
\$143.57 billion (increase over 2021)
- 14% to Human Services**  
\$71.98 billion (decrease from 2021)
- 13% to Education**  
\$70.07 billion (decrease from 2021)
- 11% to Grant-Making Foundations**  
\$56.84 billion (increase over 2021)
- 10% to Health**  
\$51.08 billion (increase over 2021)
- 9% to Public-Society Benefit**  
\$46.86 billion (decrease from 2021)
- 6% to International Affairs**  
\$33.71 billion (increase over 2021)
- 5% to Arts, Culture & Humanities**  
\$24.67 billion (increase over 2021)
- 3% to Environment/Animals**  
\$16.10 billion (decrease from 2021)
- 2% to Individuals**  
\$12.98 billion (increase over 2021)



Despite uneven results in 2022, six of nine subsectors continue to exceed pre-pandemic levels, even when adjusted for inflation.



Giving to **International affairs** organizations grew by 10.9% in 2022, in part due to donors responding to world events.

# What do Americans give to?



## 27% to Religion

\$143.57 billion (increase over 2021)



## 14% to Human Services

\$71.98 billion (decrease from 2021)



## 13% to Education

\$70.07 billion (decrease from 2021)



## 11% to Grant-Making Foundations

\$56.84 billion (increase over 2021)



## 10% to Health

\$51.08 billion (increase over 2021)



## 9% to Public-Society Benefit

\$46.86 billion (decrease from 2021)



## 6% to International Affairs

\$33.71 billion (increase over 2021)



## 5% to Arts, Culture & Humanities

\$24.67 billion (increase over 2021)



## 3% to Environment/Animals

\$16.10 billion (decrease from 2021)



## 2% to Individuals

\$12.98 billion (increase over 2021)

Source: Giving USA 2023

# Time to diversify!



# 7 traditional sources of support

1. Government
2. Investors/Members/annual gifts/year end gifts
3. Sponsorship
4. Profits from special events
5. Profits from fundraising events
6. Project grants
7. Tax revenue (BID, Hotel motel taxes)

# 1. Government

- Government should provide a portion of the funds to operate
- Over reliance on one source is problematic
- Local government and county government
  - Direct appropriations
  - In kind services (public works)
  - Maintenance of public areas

## 2. Membership & Annual gifts

- Annual unrestricted gifts by interested folks to support the organization in general
- Multi-year pledges vs. annual dues
- Definitions: Members; donors; sponsors
- Whom to ask to become a member?
  - **EVERYONE!** Not just merchants/property owners

# 7 ways to increase membership dollars

1. Take all credit cards
2. Increase/diversify your membership levels
3. Employee matching gifts
4. Take memberships online
5. Ask members to give more money on renewal
6. Ask sponsors to become members
7. Ask people to pledge



## History of Harristown Main Street

Harristown Main Street was founded in 2005 by a group of concerned merchants and friends. With hard work, many volunteers, and special efforts, our organization has grown to include new merchants and friends. Together, we have worked hard to shape the future of Alexandria and develop our main street as a dynamic place to shop and dine.



### Over the past eight years we have:

Developed and promoted new downtown events including Funfest!, Girls Night Out, the holiday parade, and the annual car show.

Provided design advice to eighteen property owners to undertake major façade improvements including the restoration of the US Post Office for use as our office.

We assisted the developer of the Kresge Block by placing the property on the National Register, allowing the developer to use the Federal Investment Tax Credits for Rehabilitation.

Opened a co-working space, now completely occupied, with the identification of another location currently in the works.

Recruited both mom-and-pop businesses and national chains to downtown.

Worked with the local high school's horticultural class to place and maintain hanging flower baskets on twelve lamp posts around the central square.

Our volunteers donated more than 38,000 hours between 2005 and 2015, which represent more than \$70,000 in donated labor to our downtown.

**Harristown Main Street has made a real difference in our downtown. We invite you to join us as an annual investor in our organization.**

## The Main Street Approach

Harristown Main Street uses the Main Street Approach™ of incremental change and progress. This approach uses four major volunteer-led committees to improve Harristown's downtown.

**Organization:** Harristown Main Street has a board of directors made up of local merchants and friends. Our board, staff, and volunteers work together to raise money, create partnerships and recruit the community to help improve the downtown.

**Promotion:** Our organization works to promote a positive image of downtown. We market the unique qualities of our commercial district to residents, businesses, and visitors. We also organize retail promotions and special events like Funfest!.

**Design:** Together, we work to make our main street an inviting place for visitors, residents and employees. We make sure downtown is clean and safe, and provide attractive landscaping, such as hanging baskets, facade improvements, as well as new retail displays.

**Economic Vitality:** Over time, the economy of our main street has evolved. We work to reuse vacant buildings, identify available opportunities, and recruit new businesses to diversify the retail offerings of our downtown district.



**We need your financial support to continue our work to make Harristown's downtown a vibrant part of our city. Please make a contribution today.**

## I Want to Help our Downtown Thrive!

Membership	
<input type="checkbox"/> \$1000 GOLD	<input type="checkbox"/> \$100 FRIEND
<input type="checkbox"/> \$500 SILVER	<input type="checkbox"/> \$50 FAMILY
<input type="checkbox"/> \$250 BRONZE	<input type="checkbox"/> \$50 INDIVIDUAL

I Want to Pledge*
<input type="checkbox"/> ANNUALLY
<input type="checkbox"/> SEMI-ANNUALLY
<input type="checkbox"/> QUARTERLY



Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_  
 My employer is: \_\_\_\_\_  
*for matching gift purposes*

Credit Card #:	_____
Expiration Date:	_____
Signature:	_____

*\*If you choose to pledge, your card will automatically be charged on the 1st of the month of your renewal period until you contact Harristown Main Street to cancel your membership.*

Please detach this panel and mail to the address below.

Make checks payable to:  
**Harristown Main Street**, and send to:

Harristown Main Street  
114 Main Street  
Harristown, YS 00010  
Phone (215)590-3000

Harristown Main Street Inc. is a 501c3 nonprofit corporation organized under Tax ID 20-198376. 100% of your contribution as an investor is tax deductible to the fullest extent of the law.



## 2. Common membership problems

- Renewals are haphazard
- Failure to collect pledges
- Natural loss each year
- Not asking often enough
- Not understanding the difference between a member and donor
- Membership has to be someone's JOB



## 2. Typical start up membership

Amt	title	#	\$	%
\$35	individual	55	1925	14
\$50	family	30	1500	11
\$100	friend	35	3500	26
\$250	patron	12	3000	22
\$500	benefactor	5	2500	18
\$1000	best friend	1	1000	7
Total		135	\$13,425	100%

Average gift \$99.44

© 2024 Donna Ann Harris

## 2. Typical 3–5-year-old membership

Amt	title	#	\$	%
\$35	individual	145	5,075	20
\$50	family	33	1,650	6
\$100	friend	78	7,800	30
\$250	patron	19	4,750	19
\$500	benefactor	8	4,000	16
\$1000	best friend	2	2,000	8
Total		285	\$25,275	100%

Average gift is \$88.68

## 3. Sponsorship



- Sponsor gets a specific benefit for their contribution
  - Marketing, merchandizing opportunities
  - Sampling, promotions
  - Advertising
  - Hospitality for clients, employees

# Why do a sponsorship annual plan?

- Prevents nickel and dime solicitations
- Targets sponsorship dollars
- Allows sponsors to spread their marketing dollars over several events
- Makes you look more professional

The bold, eccentric character of Bridgeton alive again. Main Street New Jersey provides selected communities with technical assistance and training of proven value in revitalizing historic business districts. Their program helps municipalities improve the economy, appearance and image of their business districts through the organization of local citizens and resources like you.

Main Street is a philosophy, a program, and a proven comprehensive approach to business district revitalization. This approach has been implemented in over 1200 cities and towns in 40 states across the nation.

Rediscover Bridgeton, East Coast's Premier Culinary Culture-town. We need your support to make this happen.



Dedicated to preserving Bridgeton's historic character and embracing its future with a vision for creative retail, eateries and the arts.



Let's cook up something together.

Bridgeton Main Street  
59 East Commerce Street, Suite 1  
Bridgeton, NJ 08302  
office 856-453-8130  
www.get-bridgeton.org

a 501c3 non-profit corporation



Bridgeton welcomes volunteers and supporters to help bring vibrancy back to the downtown district.

**There's always something cookin' in Bridgeton.**

# 5 Historic Holiday House Tour

Celebrate the holidays in Historic Bridgeton where New Jersey's largest historic district comes alive for the season. Held early December.

- Title Sponsorship – \$3,000
- Carriage & Trolley Ride Sponsor – \$800
- Program Sponsorships – \$750
- Bookmark Sponsorship – \$200
- Rack Card Sponsorship – \$400
- Tour Entertainment Sponsorships – \$350
- Ticket Sponsorship – \$250
- Program Advertising and Program House Tour Sponsors Available.



in cooperation with the City of Bridgeton and the Holiday House Tour Committee



# 6 Holiday Parade

Watch the streets of Downtown Bridgeton light up with the sites and sounds of Christmas in an old fashion way. Held December.

- Major Parade Sponsor – \$2,000
- Gold Sponsor – \$1,000
- Silver Sponsor – \$500
- Bronze Sponsor – \$250

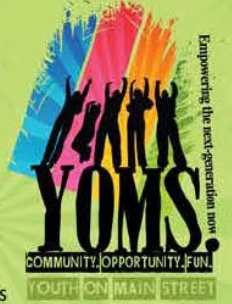
Additional sponsorship opportunities may be available to specifically fit the needs of the company, organization, or group expressing interest.

# 7 Youth on Main Street

A program that believes in empowering the leaders of tomorrow, today. Young citizens of the community are invited to join the program through Bridgeton Main Street. As members they have opportunities to participate in community affairs offering them a voice in the community, encouraging them to give their opinions and present ideas for the future of the community, especially regarding the downtown. YOMS also offers leadership, intern and resume building opportunities to young citizens. Through YOMS, young people see first hand how "America Grows on Main Street" and have a role in revitalizing their community.



- Title Sponsorship – \$3,000
- T Shirt Sponsor – \$1,000
- Member Card Sponsors – incentive offers and discounts



COMMUNITY. OPPORTUNITY. FUN.  
YOUTH ON MAIN STREET

For these and other special project sponsor and volunteer opportunities contact [www.GetBridgeton.org](http://www.GetBridgeton.org) today!

- Heritage Cooking Demonstrations & Classes
- Business Shadowing Day
- Help Manage and update Bridgeton Main Street Website & Facebook Page
- Bridgeton Downtown Pocket Park
- ArcKIDtecture Hunt
- Bridgeton Downtown Flowers

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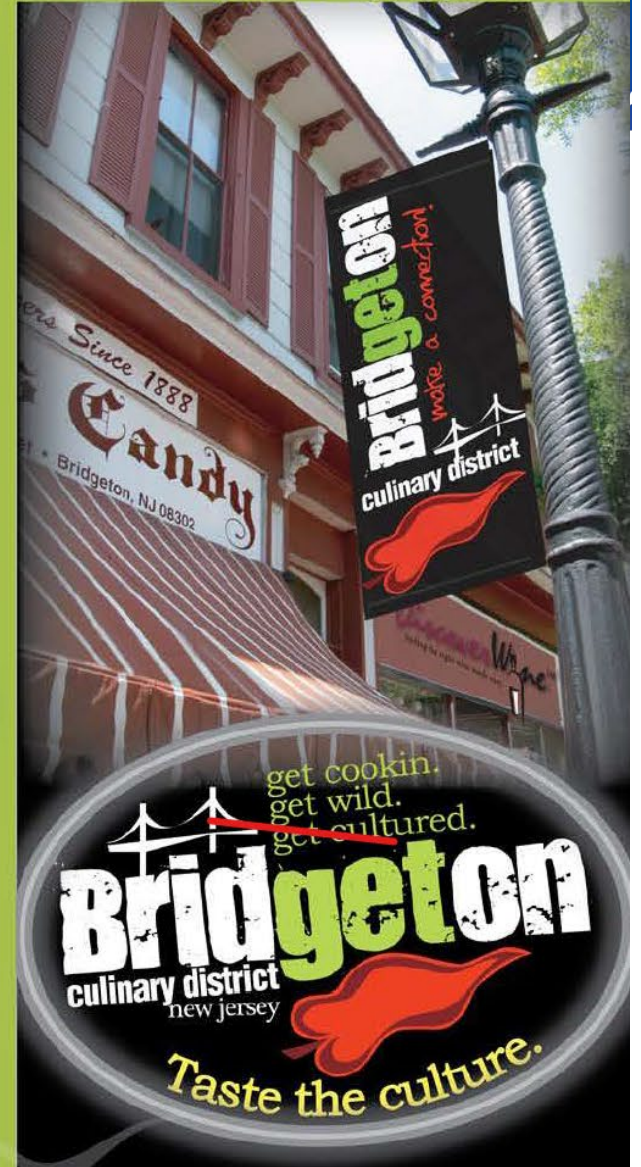


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## 4. Special events

- Purpose: Builds downtown traffic
- Not designed to ring cash registers that day



- Types of special events
  - Community heritage
  - Traditional and not so traditional holidays
  - Dates/events that have meaning here
  - Social events



## 4. Special events

- Events have their own life cycle and need to be refreshed constantly
- Grooming leadership to take over event
- Volunteer retention and rotation
- Should pay for themselves at least, if not make money....however sometimes you do events for community benefit.....

a socially distanced...

# TRICK OR TREAT

on 5<sup>th</sup> Street

Saturday  
October 31st  
1 - 4 pm

#WhyILoveOlney  
#TrickOrTreat5thStreet

Trick or treaters must be under 14 and be with an adult at all times

Maintain 6ft distance and only enter participating businesses. Follow directional signage.

Face masks are mandatory at all times. A costume mask is NOT a substitute!

Please do not participate if you or anyone in your family is feeling sick!

5TH STREET NORTH 5TH STREET REVITALIZATION PROJECT

@north5thstreet @northfifth info@shopnorth5th.com

Cherelle PARKER COUNCILWOMAN 9<sup>th</sup> DISTRICT

## 4. Special events

- Time for an assessment
  - Have your events become too big? Police?
  - Should some events be cut?
  - Are volunteers burned out?
  - Can you generate more profits from them?



**EAST FALLS  
FALLSER FEST**

Get dressed up and join our community for Covid friendly costume contest, pumpkin decorating, cornhole, music, local food, beer garden, candy and much more!!

**Contests and Door Prizes!!**

- \*Order dinner from your favorite EF restaurant
- \*Check out our local vendors: The EF Farmers market will provide local goods
- \*Murphy's will be serving up your favorite beers
- \*Find out how to become more involved in your community

**THURSDAY  
October 29th, 2020  
Doors open at 5p.m!**

**In the parking lot  
Under the twin bridges**

**COVID SAFE!!  
MASK REQUIRED  
SOCIAL DISTANCING ENFORCED**

**For details and tickets visit  
Discovereastfalls.org**

## 5. Signature fundraising events

- Signature: identified with your organization only
- Grows over time
- But...they get stale
- **Don't make them weather dependent**
- Gross vs. net—is the event worth your time?
- Once a year vs. several during the year



# 10 Types of downtown fundraising events

1. Auctions
2. Dances, awards dinners, roasts
3. Races, contests
4. Raffles
5. Gambling
6. Events at specific locations
7. Product sales
8. Green
9. Tours
10. Shows: antique car etc.

See 135 Downtown Fundraising Ideas slide deck in handouts



## 5. Signature fundraising events

- Think of them as having component parts you can add to:
- Awards dinner
  - Add silent auction
  - Add live auction
  - Add sponsorship book
  - Add raffle at event
  - Add preview cocktail party



## 6. Project grants

- Government: Federal, State, County, Local
- Private Foundations: National, State/regional, community
- Corporations
- Rarely for operating funds
- Mostly for projects
- All have strings attached



## 7. Tax revenues/special assessments

- State, county, and local tax revenue
- Each source has different rules
  - Hotel/motel taxes
  - TIF
  - BID
- Revenue could be in the form of grants, appropriations, RFPs, etc.



## • 7. Business Improvement Districts

- Local property owners petition government to establish a mandatory assessment on property within a defined boundary
- Revenues from assessment are directed back into boundary to finance enhanced services that benefit everyone
- Predictable and non-voluntary funding stream





## 7. Business Improvement Districts

- Spreads costs to all who benefit
- Implemented as a municipal tax/assessment
- Often managed by non-profit organization under city contract
- Eliminates “freeloaders”



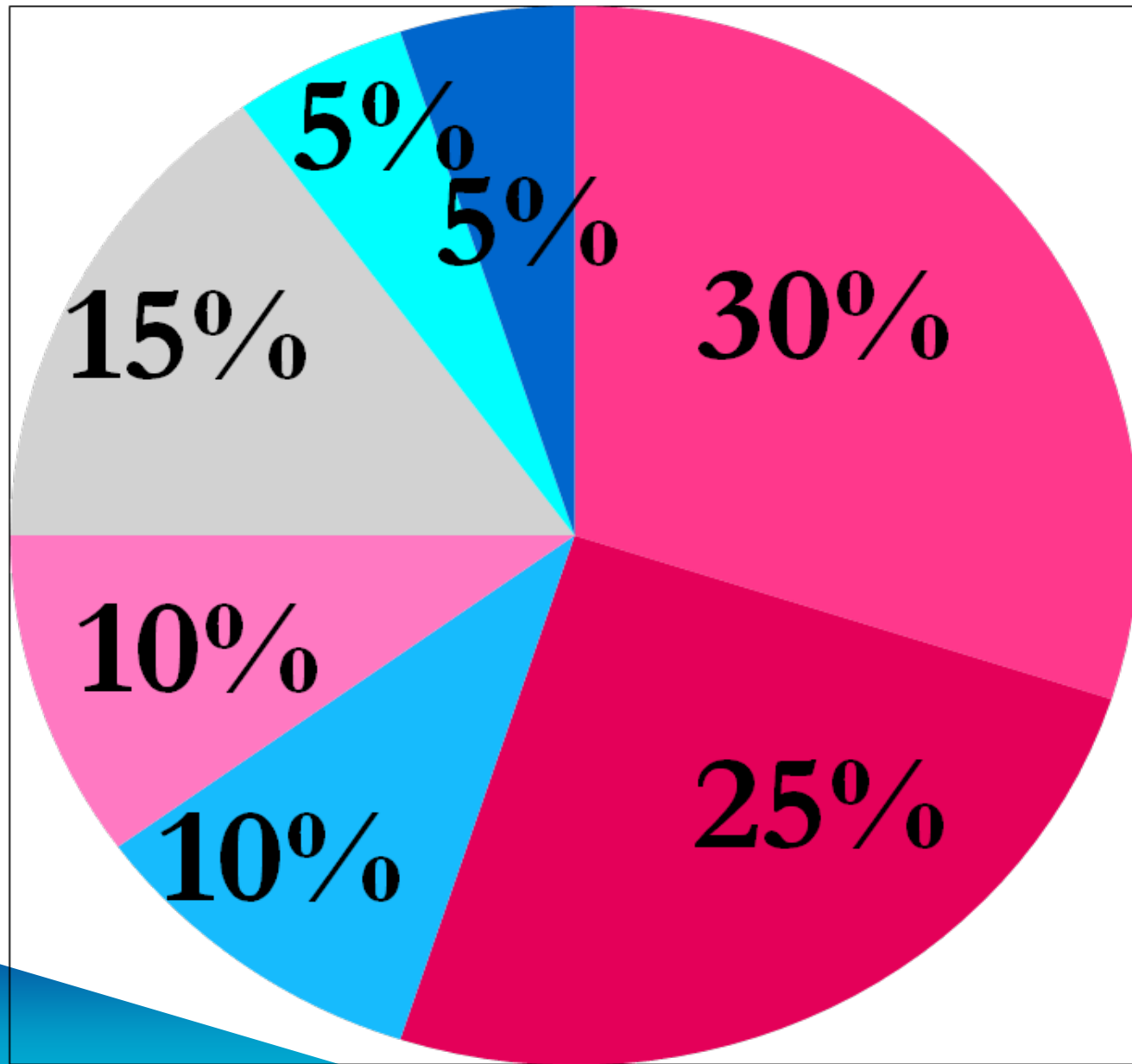
# 7. BID feasibility

- Understanding your state's enabling legislation
- Feasibility, “do the math”
- Timing, politics, overcoming objections
- Is the budget large enough to warrant the effort?
- Implementing a BID
- Yearly budget and vote by City Council
- What % of budget? Best if a portion of the budget not the whole budget



SUNDAY, OCT. 13 / 11AM TO 6PM / 3RD & ARCH

# An ideal MS revenue mix



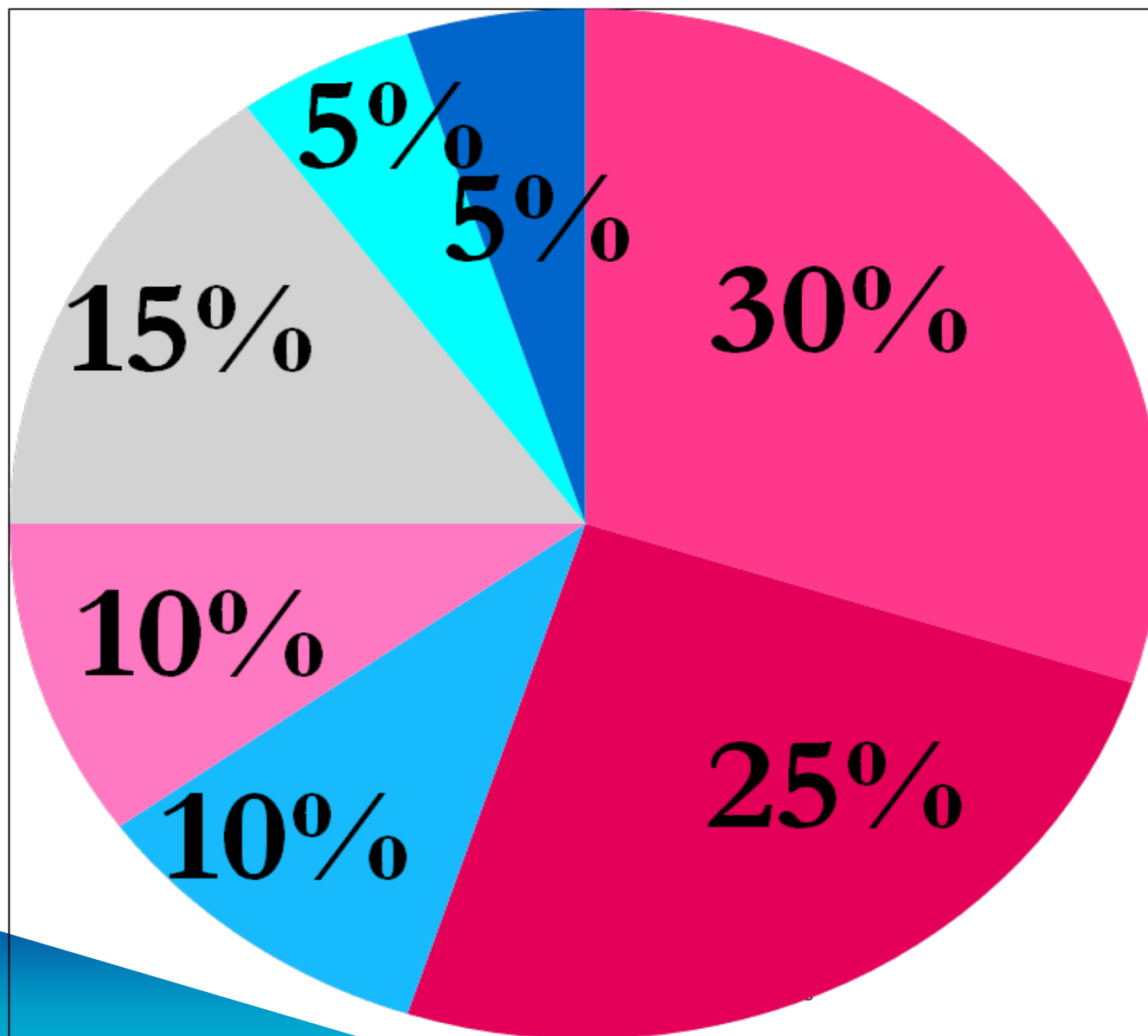
- Government
- Membership
- Sponsorship
- FR events
- Special events
- Grants
- Tax revenue

# Focus on revenue YOU control

- Membership--shoot for 25%
- Sponsorship—shoot for 15%
- Signature fundraising events—shoot for 10%
- Start your budget year knowing you will have 50% of your budget from regular, predictable income each year!



# Revenue YOU control



# Questions about revenue sources?



# Who raises money for Main Street?



# Roles & responsibilities for Fundraising

- The Board of Directors
- Organization Committee
- Other Committees
- Executive Director





## Board role in Fundraising

- The buck stops here!
- Board ensures that the program is well-funded
- Takes the lead in soliciting public funding
- Works with the organization team to develop a strategic plan for organizational funding



# Board role in fundraising

- Monitors financial condition of the organization
- Supports all fundraising activities of the organization
- All board members make a financial contribution to the extent that they are able



# Organization Committee Role in Fundraising

- Assists Board in soliciting public funding
- Implements annual investor campaign
- Produces signature fundraising events and
- Generates other fundraising activities as as board



# Organization Committee Role in Fundraising

- Maintains sponsorship list
- Maintains grant list
- Works with the manager to develop fundraising support materials
- Supports Board in implementing a BID



# Other Committee roles in Fundraising

- Raise money for their projects
- Earn money from their events
- Find volunteers to help



# ED role in fundraising

- Serves as public relations ambassador
- Makes sure fundraising work plan is implemented
- Writes and monitors all grants
- Assists in the development of membership & fundraising materials
- Supports the organization team and the Board in all fundraising efforts
- Tracks contributions, recordkeeping



# Finding volunteers to help in fundraising

- Identify skills you need
- Develop short 2 paragraph 'job descriptions'
- Post on website, solicit actively to fill these
- Wholesale vs. retail recruitment
- Identify number of "warm bodies" you need for more generalized activities



# Finding partners to help in fundraising

- Identify potential partner organizations
- Solicit volunteers 'wholesale' from these sources
- Remember: quid pro quo





# What is a financially sustainable MS organization?

- At least 50% of revenue is
  - Regular, predictable & completely within your control
- Watches expenses like a hawk
- Has a reserve of at least 4 months of operating costs, preferably MORE
- Experiments and risks failure
- Thinks about the future—BID, endowment



# Questions about who does what in fundraising?



# A Fundraising Annual Plan

- Pie charts help
- Assign responsibility
- Stress accountability
- All can contribute to the fundraising effort
- Match talents to task, so all can shine
- Create a work plan for FR Annual Plan

**SAMPLE FUNDRAISING PLAN-- ABC River Organization**

Strategy	Goal(s)	Action Steps	Who	When/How Much
1. New Member Acquisition	200 new members  \$4,000	1. Do a direct mail campaigns to 5,000 prospects, 1.5% response=75 2. Each board members recruits 5 new members(45) 3. Participants in rafts trips become members(50) 4. Buyers of books of raffle tickets become members(30)	Staff with help of consultant Board	May & Sept/\$4,000 monthly/no cost
			Staff	summer/no cost
			Staff	fall/no cost
2. Renewals	100 out of 154(65%)@ \$35 dues  \$3,500	1. Call last year's unrenewed members, asking them to renew 2. Do 3 mailings to current members, spaced 1 month apart 3. Call unrenewed members, asking them to renew	Staff & volunteers	January/\$50
			Staff	Jan, Feb, Mar/\$400
			Staff & volunteers	May/\$50
3. Special Appeals	454 names @ 10% response, \$50 ave. gift	1. Prepare a special appeal to all members on lawsuit;	Staff	Mid-November/\$400

# Next 7 Steps

1. Flesh out work plans for FR projects
2. Board should adopt new work plan items
3. Bolster Organization Committee membership
4. Identify leaders for specific FR projects
5. Solicit skilled volunteers first
6. Think wholesale recruitment for other volunteers
7. Celebrate even the smallest successes

Find all the handouts here

[heritage consulting inc MSA 2024 presentation](#)

Q & A

Columbiana

THANKS FOR SHOPPING  
OUR DOWNTOWN

# We want to hear from you!



Help us make the Main Street Now Conference even better by sharing feedback on your conference experience.

Tell us about your favorite sessions and speakers, what you found most valuable, and what you'd like to see next year.

**Look out for the post-conference survey to be released on Wednesday via email and on [mainstreetnow.org](https://mainstreetnow.org).**

# Contact me!

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Heritage  
Consulting Inc.

