

00:21:44 Elizabeth Haile Bethesda Metro Area Village: If everyone can rename themselves to add their entity they are with, thank you!

00:22:35 Caryn McTighe Musil: Good morning. I am Caryn McTighe Musil, the new president of Bradley Hills Village in Bethesda.

00:24:56 Cville Village: Don't know how to approach whom.

00:24:57 Elizabeth Haile Bethesda Metro Area Village: Retaining sponsors from year to year

00:25:05 Caryn McTighe Musil, Bradley Hills Village: Getting started and identifying or persuading people to make the ask.

00:25:17 Cele (At Home in Alex.): Challenge: Not enough time to oversee operations and fundraising

00:25:27 Elizabeth Haile Bethesda Metro Area Village: Reacted to "Challenge: Not enough..." with

00:25:32 Rick Willis he/him: We are in a small, isolated (island) community, all non-profits are seeking funding from the same sources.

00:25:45 LYNETTE Ciervo Potomac Community Village: Challenge is time but also outcomes/impact numbers that are attractive to funders

00:26:06 Fran Randolph: Why would an organization be willing to sponsor revenue. What does the village need to offer assuming the relationship is transactional.

00:26:06 Frank P Cottone: competing with other organizations

00:26:33 Donnita McGowan, Keswick Community Health: We operate as a arm of a non-profit however the Community For Life Program is tied to MDOA. We need to find a way to have memberships sponsored as the funding from MDOA ends. Currently there is no plan for this.

00:26:43 Jim Sanders: My village has many former federal workers who have strong concerns about not endorsing vendors

00:30:32 Mary Jo Deering WAVE: This session is being recorded and the video and slides will be posted at [WAVEvillages.org/WAVE Programs/Archive of WAVE Events](http://WAVEvillages.org/WAVE Programs/Archive of WAVE Events).

00:38:30 Rick Willis he/him: I am Rick Willis, Village Neighbors of Chincoteague Island, VA. Budget chair of Advisory Committee. We are engaged in a "Partners Campaign" with Sustaining Partners the highest tier of sponsors.

00:42:22 Jim Sanders: Sponsors want metrics of benefit. How do you track sales, awareness, influence?

00:44:20 Caryn McTighe Musil, Bradley Hills Village: Developing relationships through individual meetings and conversations is hugely time consuming. That feels like a barrier to me, not that we can't overcome but that it will require more people willing to do that.

00:44:34 Elizabeth Haile Bethesda Metro Area Village: Reacted to "Developing relations..." with

00:47:32 Mary Jo Deering WAVE: It seems like villages need to spend time internally cultivating interest, ideas, and energy to look for partnerships.

00:49:44 Cele (At Home in Alex.): Reacted to "Developing relations..." with

00:50:08 Nikita Hall-MDOA: What a good collaboration

00:50:48 Mary Jo Deering WAVE: I'd like to raise the idea of including non-alcoholic or low alcoholic beverages. This is a growing trend, and important for older people. But it has a "bad rap". or no information about these options. Educating people about these "trendy" alternatives could be successful.

00:51:24 Palisades Village Anne Ourand: Reacted to "I'd like to raise th..." with

00:54:38 Jim Sanders: My experience is that you need to find a champion which is not the person's job but do they care about the topic. How do you find these people?

00:56:15 Cville Village: For a larger business, a grocery store for example, how do you identify the best person to talk to?

00:57:25 Mary Jo Deering WAVE: VtVNetwork's Forum recently had a series of comments about the proportion of revenue that memberships represents. It's usually not (or never) the entire source or even a large %.

00:57:38 Rick Willis, Village Neighbors of Chincoteague Island, VA.: I really appreciate the presentation. This has been very confirming of our approach as well as some great ideas! Sorry I have to leave!

00:57:39 Wendy, Arlington Neighborhood Village: we get small gift certificates from Harris Tetter easily. We go to the service desk and they need a letter; we provide and generally get \$30 or so in gift certificates. We use these to either pay for events, or as door prizes.

00:58:33 Muriel.Waongo- MDOA: Reacted to "Developing relations..." with

00:59:35 Lisa Cannon: We were told that membership generally generates 40% of operating costs. Does that sound right?

01:01:27 Caryn McTighe Musil, Bradley Hills Village: Do you have recommendations about levels for

sponsorships, assuming some may increase over time when they are mutually useful. What is the bottom that makes sponsorships worth the labor to secure them and what are the ceiling.

01:04:06 maribeth bersani mount Vernon at home: Do any villages belong to Rotary? That is a great way to meet community businesses and organizations

01:04:15 Wendy, Arlington Neighborhood Village: Four our village, membership now is slightly less than 50%, with grants and donors splitting the 60%. In the beginning of our village, membership was 68% of our operating budget. so as we established our brand and recognition, we were able to garner more in donations and grants.

01:04:34 Louise Smoak, FHNN: Are any Villages rated by outside groups as being cost effective or are Villages too small to consider this? Larger non-profits are rated.

01:04:52 Lisa Vora Glover Park Village: Reacted to "Do any villages belo..." with

01:05:49 Muriel.Waongo- MDOA: Reacted to "Four our village, me..." with

01:06:11 Kim Massare (she/her), WAVE: Once the relationship is established with a business, how do you recommend approaching the conversation to figure out a \$ number to ask for? How can villages avoid undervaluing this relationship with a business?

01:07:23 Wendy, Arlington Neighborhood Village: while not exactly addressing your question, we do work to get our village recognized on GreatNonProfits and Candid (GuideStar).

01:08:57 Caryn McTighe Musil, Bradley Hills Village: We have come to a consensus as a board that we want and need sponsorships. That has been achieved. What we have been unable to do thus far is find the Donna Phillips in our Village who loves to do this work. Again, any tips on how to find the Donna Phillips in our Village?

01:09:48 Barbara Wiss BMAV: Are there concerns about having multiple donors in the same industry? Like multiple real estate firms?

01:09:57 Elizabeth Haile Bethesda Metro Area Village: Replying to "Once the relationshi..."

We decided internally how much money was worth our time. It takes a lot of time to develop a relationship and follow up etc. So we aren't interested in doing that for \$100 or something

01:11:21 Elizabeth Haile Bethesda Metro Area Village: Replying to "Do you have recommen..."

you have to decide how much is worth your time. Do you want to spend the time to ask for \$50 or \$100?

01:16:39 Cele (At Home in Alex.): I am approaching a few companies about "adopting" our village where they not only support us financially but also provide some volunteers for our village: allowing some of their employees to volunteer on company time. There are a ton of social media stories and photos that could happen around this kind of partnership.

01:17:32 Palisades Village Anne Ourand: Reacted to "I am approaching a f..." with

01:18:53 Elizabeth Haile Bethesda Metro Area Village: This has been super helpful, thank you so much Bruce and Donna

01:18:56 Wendy, Arlington Neighborhood Village: We joined the Chamber of Commerce a few years ago (after initially "fighting" the idea). It has been worthwhile in terms of garnering awareness of our village in the business community; we do a Spring Clean Up Day on the Chamber's Volunteer Day, etc.

01:19:08 Lisa Vora Glover Park Village: Thank you for all your time. It was a great conversation and information!

01:19:20 Bruce Rosenthal, Sponsorship Consultant: Thanks everyone!

01:19:21 Lorie: Thank you, wonderful info!

01:19:23 k holcomb: Thanks for this conversation!

01:19:53 Caryn McTighe Musil, Bradley Hills Village: Thank you Donna and Bruce for an excellent session. Very useful for all of us along the spectrum of getting involved in sponsorships.

01:20:06 Donna Phillips, Emeritus, North Bethesda Village: Thank you for your participation, great comments

01:20:09 Kim Massare (she/her), WAVE: Thank you, Donna and Bruce! So many great ideas shared!

01:20:10 Palisades Village Anne Ourand: Thank you!

01:20:23 Lisa Cannon: Thank you!