

# NCBF Fundraising for Success Award

## Project Information Form

<b>Name of Organization:</b>	<u>Indianapolis Bar Foundation</u>
<b>Address:</b>	<u>135 N Pennsylvania Street Suite 1500</u> <u>Indianapolis, IN 46204</u>
<b>Telephone:</b>	<u>317.269.2000</u>
<b>Application prepared by:</b>	<u>Julie M. Armstrong</u>
<b>Title:</b>	<u>Executive Director</u>
<b>Project/Program Title:</b>	<u>Giving Level Improvement Appeal</u> _____
<b>Web Site Address for Project/Program (if applicable):</b>	<u>www.indybar.org</u>
<b>Starting Date:</b>	<u>December, 2011</u>

## **Project Description:**

The Indianapolis Bar Foundation undertook an effort to encourage those that were within reasonable reach of a higher giving level to increase their 2011 donation total. A list was created by the IBF staffer and determination of those that would be contacted was entirely subjective.

Aided by a panel of five volunteers, calls and emails were placed to slightly less than 50% of 2011 donors suggesting a minimum contribution to achieve placement in the next higher giving level for the IBF. The listing of donors by giving level is published in our legal newspaper in early 2012, so additional dollars would allow these contributors to gain greater recognition among their peers.

## **Success of Project:**

Goal: The goal was to raise individual visibility and \$11,600 additional dollars through personal outreach in fifteen business days and investing no more than five staff hours.

Outcome: The IBF raised \$12,008.60 in five business days. With two weeks to go in the fiscal year the annual fund goal of \$264,500 has been surpassed.

NOTE: Giving levels are as follows...  
Harrison Circle (\$5,000 and up)  
President's Circle (\$2,500 to \$4,999)  
Barrister's Circle (\$1,000 to \$2,499)  
Benefactor's Circle (\$500 to \$999)  
Patron's Circle (\$250 to \$499)  
Friend's Circle (\$100 to \$249)

## **To Do Kit:**

Under \$50 Outreach: Those needing less than \$50 n to reach the next giving level were contacted via email. Below is what they received.

Email Reminder:

**From:** Julie Armstrong [<mailto:jarmstrong@indybar.org>]

**Sent:** Tuesday, December 06, 2011 4:24 PM

**To:** Toner, Kevin M.

**Subject:** Update of your Indpls Bar Foundation Donation for 2011

Dear Kevin:

I hope all is well with you. In preparing for the close of 2011, I found that you are only \$10.00 away from achieving the next giving level in your support of the Indianapolis Bar Foundation. I want to be certain you have an opportunity to gain

that distinction before the year ends, if you'd like. A \$10.00 donation will place you among the members of the Patron's Circle of the Indianapolis Bar Foundation, and will assist us in supporting the pro bono work, educational activities, and public service projects your dollars make possible. So far in 2011 that amount totals nearly \$200,000.

You may easily donate online at [this link](#) or a check may be sent to Indianapolis Bar Foundation 135 N. Pennsylvania Street, Suite 1500 Indianapolis, IN 46204.

All the support you provide to the Foundation and to the Association is appreciated. As always, if I may be of help to you in your practice I hope you will call upon me.

All the best,

**Julie**

Learn more about the [Indianapolis Bar Foundation](#).



**Julie M. Armstrong**  
Executive Director

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**\$50 or More Outreach:** Those needing to give \$50 or more to reach the next giving level were contacted by phone. Those placing calls were board volunteers. The volunteers received from the IBF staffer a listing of those applicable and volunteers bid on those they wished to contact. They then began calling when assignments were confirmed by staff. Volunteer callers received suggested talking points and tracking sheets which are attached. They also received blank thank you cards for follow up. See attachments.

1. IBF staffer updated volunteers daily on contributions received intending to inform and encourage those participating in the outreach effort.
2. At the conclusion of the week all volunteers were provided with the total number of dollars raised. Acknowledgment of their individual efforts was also sent to the entire board.

