



NATIONAL CONFERENCE OF BAR FOUNDATIONS

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Office - 312-988-6008 Fax - 312-988-5492

**NATIONAL CONFERENCE OF BAR FOUNDATIONS
ALPS FOUNDATION SERVICES
AWARD FOR INNOVATIONS IN FUNDRAISING**

APPLICATION

Rene McPhedran, Cincinnati Bar Foundation, 513/699-1393

Name, Organization and Phone of Organization Submitting the Nomination

Cincinnati Bar Foundation

Nominee Foundation

Rene McPhedran, Director

Foundation Representative Title

225 East Sixth Street, Second Floor, Cincinnati, OH 45202

Mailing Address

(513) 699-1393

Telephone

(513) 381-0528

Fax

rtmcphebran@cincybar.org

Email

Please attach responses to above criteria in narrative format of no more than three pages. Supporting materials must be explained in the narrative. Attach no ore than ten pages of Supporting materials.

I DO CERTIFY THAT the above named foundation is a member of the NCBF for the current year and that the information contained in this application is correct and true to the best of my knowledge.

Rene J. McPhedran

Nominator Signature

October 23, 2009

Date

Brief description of foundation (location, size of bar association, state, local, rural, urban):

The Cincinnati Bar Foundation is located in Cincinnati, OH. Our sister Bar Association is an urban, metropolitan bar with approximately 4,000 members. The Cincinnati Bar Foundation funds programs primarily for the citizens of the three-state (Ohio, Kentucky and Indiana), 13 county Greater Cincinnati Region. Some grants are occasionally made for projects at the state or national level. The demographic of the populations served vary with the projects, however most are for at-risk children, the elderly, the poor and the otherwise disadvantaged.

Description of foundation's overall budget (including percentage of budget from fundraising):

The Cincinnati Bar Foundation's budgeted revenue for the 2009-2010 is \$204,000. About 70% of this comes from fundraising. The other 30% is from investments. For the total \$204,000, over half comes from the 50/50 Campaign.

Description of the program’s objectives, budget, target audience, timeline and implementation:

Program:

The program we would like to nominate is our 50/50 Campaign Annual Appeal. This program was put into place prior to 2008. However, we believe the track record of achievement is worthy of the nomination.

Objectives:

This program’s was created to achieve the following objectives:

- Increase the revenue stream and improve the overall financial health of the CBF
- Build a consistent annual fund growth of 10-20% each year
- Improve donor recognition
- Increase the donor pool
- Incorporate a new “Social” event as a Kick Off
- Promote increased awareness of the CBF in the legal and general community
- Re-energize the Board of Trustees & Committees

Budget:

The initial concept and goal of the first 50/50 Campaign was to get 1,000 attorneys to donate at least \$50 each to reach the target of \$50,000. The next year the goal increased to \$75,000, then to \$100,000 for the succeeding year. Last year, the campaign raised \$106,000.

The appeal is designed to allow as many to participate as possible. Acknowledging the tough economy, at this dollar amount young lawyers, single practitioners, large firms and community supporters can participate equally. By forming a 50/50 partnership between area attorneys and the CBF, together we can give 100% to legal related charities and the community.

Target Audience:

Our target audience is the 4,000 members of the Cincinnati Bar Association. Our long-term goal is get all 4,000 members contributing.

Timeline and Implementation:

Again, the concept behind the 50/50 Campaign is to get all of member attorneys to donate at least \$50. Our approach is to ask firms to contribute at the 100% level. We set goals based on the firm size and recruit a firm captain for the larger firms. This provides competition for the large firms to “be on the list”. And this allows smaller firms to compete on an equal footing with the larger firms. Spreadsheets are created to each type of firm and the amount to achieve. Marketing and PR is very personalized and targeted. And we outline the benefits of participating and follow up with recognition for the individual donor and the law firm, (see attachment A)

As for the timeline, the 50/50 Campaign runs from October until January, with the prep work done in August & September. August is used to recruit firm captains and prepare drafts for the mailing. In September, “how to” packets are sent to firm captains, the target mailers are sent to the mailing house. October is the actually start of the campaign. November is utilized for the “Kick Off” Party. December and January are used to publicly report the progress. We utilize the monthly newsletter and the website to conduct PR for the campaign. A detail of the Timeline is attached, (see attachment B).

Description of the people involved in developing and implementing the program:

The director with the input of the board conceived the 50/50 Campaign. I plan, implement and act as ringmaster for the process. I am the sole employee of the Foundation.

Each year, the Events & PR Committee creates a theme for the 50/50 Campaign, complete with kick off party. Last year's theme was based on football and the kick off party pitted current and past CBA presidents against the current and past Young Lawyers Section presidents, (see attachment C). Participating in the Kick Off Party has become an anticipated event.

The Board and Development Committee help to "re-enlist" and recruit new firm captains. All of the committees and the Board assist with follow up during the campaign

The firm captains conduct campaigns within their firms, (see attachment D)

Description of the impact the program has had on the fundraising success of the foundation, and the benefits to the foundation's grantees

The 50/50 Campaign has achieved every objective envisioned at its inception.

- We have increased the revenue stream
- We have built a consistent annual fund growth of 10-20% each year
- The campaign has provided opportunities for additional donor recognition (see attachment E)
- We have consistently increased our donor pool each year, both with individual donors and firms that are giving at the 100% level
- Additionally, we created more opportunities for lawyers to be engaged with the Foundation, which has lead to other fundraising opportunities
- We have added a successful "Social Event" with the Kick Off Party, with anew theme each year so as to remain fresh and fun for our members
- The 50/50 Campaign has increased awareness of the Foundation in the legal and general community
- With the "Kick Off" Party, we have an event that the local media will cover
- This has re-energized the Board of Trustees & Committees and they appreciate being recognized and associated with a winning and popular campaign
- We have been able to increase the amount we distribute in grants
- And, because of the recognition in the local media, our grant applications have increased and come from a growing variety of organizations, which provides more opportunities for us to fulfill our mission in new and interesting ways

What will be the long-term impact (1-2 years) of the program? Is the program ongoing?

The long-term impact of this program is listed above. With the success that we have achieved, we plan to continue holding a 50/50 Campaign every year for the foreseeable future.

Evidence the program can be adapted by other foundations

The beauty of the 50/50 Campaign is that it is so simple. It could easily be adapted to any size Bar foundation in any location.

Attachments:

A – Donor Recognition List

B- Campaign Time Line

C – Kick Off Party Flyer

D – Firm Captain Instruction Letter

E – Annual Meeting Program with 50/50 Campaign Recognition

Attachment A

Recognition for 50/50 Campaign

By forming a 50/50 partnership between area attorneys and the Cincinnati Bar Foundation, we all win! The goal of this year's 50/50 Campaign is to get Cincinnati Bar Association's entire membership—all 4,000 attorneys—to donate at least \$50 each to reach the target of 100 % support!

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By reaching this goal, here is what can happen:

- The *individual* who gives \$50 or more receives:
 - ✓ Recognition in the CBA Report
 - ✓ Recognition at the CBA Annual Meeting Luncheon
 - ✓ Tax Deduction
 - ✓ Gifts of \$250 or more receive an individual donor place in the Foundation's "Annual Advocate" circle and a listing on the CBF's donor wall at the Cincinnati Bar Center
- The *law firm* that gives 100% for its attorneys or supplements individual contributions to match receives:
 - ✓ Recognition in the CBA Report
 - ✓ Recognition at the CBA Annual Meeting Luncheon
 - ✓ Tax Deduction
 - ✓ Recognition as a 100% 50/50 Campaign Club Donor and a listing on the CBF's donor wall.
- The *legal community* receives annual funding for:
 - ✓ John P. Kiely Professionalism Award
 - ✓ Lifetime Achievement In Law Award
 - ✓ William A. McClain Scholarship
 - ✓ Scholarships for the Michael H. Neumark Cincinnati Academy of Leadership for Lawyers
 - ✓ John W. Warrington Community Service Award
 - ✓ YLS Mock Trial
 - ✓ and much more!
- The *Greater Cincinnati community* receives annual funding for:
 - ✓ Programs "Promoting Justice and Changing Lives Through the Law"
Since 1994, the Cincinnati Bar Foundation has awarded almost \$1 million in grants to organizations and programs serving the legal profession and the community. Your contributions have touched the lives of many...from children benefiting from a ProKids volunteer, jurors benefiting from a new instructional jury video to better prepare them, kids and parents getting involved in the election process, law students assisted by scholarships...to support for the "Out of the Crossfire" Gunshot Violence Intervention program with University Hospital to stem the crime in Cincinnati

Attachment D

September 8, 2008

Dear 50/50 Campaign Firm Captain:

Thank you for volunteering for the Cincinnati Bar Foundation's **50/50 Campaign** 2008 annual fund drive by serving as the contact person for your firm.

Your assistance will help the Foundation meet the ever-increasing demand for funding of law related charitable projects in our community.

The goal of this year's **50/50 Campaign** is to receive donations of at least \$50 from all 4,000 attorneys members of the Cincinnati Bar Association. To reach this lofty goal, we are asking Cincinnati Bar Association member firms for 100 percent participation. We are counting on you to play a leadership role in our efforts to achieve this milestone by recruiting donors at your firm.

Enclosed are items to assist you in your outreach on behalf of the Foundation.

- Sample memo, which you are welcome to use or adapt to your own style.
- List of individuals from your firm who have donated during the past year, including the amounts of their gift(s)
- List of individuals from your firm who are CBA members
- CBF FAQs and "Reasons to Take It Over the Line" list of grant recipients for the past year. If you think this information would be helpful, please feel free to include this with your memo.
- Kick Off Party Flyer
- Extra 50/50 Campaign Remittance Envelops

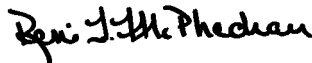
The plan is for you to send a memo to all attorneys in your firm. Whether it is a brief handwritten line on the memo or face-to-face contact, any amount of personalization and additional follow through you can add to this will definitely improve the response.

Many successful firm contacts recommend encouraging tribute gifts to the CBF. Memorial and Honorary Gifts are listed in the CBA Report and a card is sent by the CBF to the honoree (or family) when a tribute gift is made.

The Foundation's solicitation letter will be sent to all CBA members during the first week of October with an appeal envelope. **Please try to schedule your endorsement during the first two weeks of October.** It is important for your memo to be distributed shortly after the Foundation's letter arrives.

If you have additional questions regarding the CBF or the Annual Appeal, please call me at 784-9595.

Sincerely,



Rene T. McPhedran
Director