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Cerritos College and Teamwork Fundraising



**Creating a Successful
2nd String
Fundraising “Team”**

An Idea Takes Shape



- An idea emerges that appears worthwhile to explore
- Seek input and support from Development Office and President
- Develop and manage the plan
- Seek out individuals to join the effort
- Coach the 2nd Team



Who is the 2nd String in Fundraising?



- People who are available either as individuals or as members of a group to assist the Foundation or Development Staff.



Finding Players for the 2nd String



- Individuals who are optimistic
- People want to be invited to be involved
- Everyone interested should have a place on the team
- No distinction with faculty, staff, administrators, alums or off campus
- People really do want to make a difference!



Ideas That Became Realities



- Nancy Kelly Field
- Scoreboard Project / Pepsi Contract
- Science Area Study Center and Brick Project
- Dusty Baker Student Athlete Support Center

Nancy Kelly Field



- Wanted to name a softball field for former coach
- Needed to assist in writing Board documents on naming facilities
- Secured support, field was named and retired coach inherits significant resources from aunt and begins to work closely with Foundation to support scholarships, Foundation events and become the benefactor of softball field
- 2nd string individuals had the idea and took it to completion and Coach Kelly keeps the Foundation energy flowing



Nancy Kelly Field

Field is dedicated to former coach who initially worked on field with “sweat equity” and then became benefactor

Scoreboard Project



- Wanted to improve athletic facilities
- Presented the scoreboard project to the administration (Cost of \$330,000)
- Received approval to pursue a beverage agreement for the school
- Signed a 1.5 million dollar agreement
- Pepsi representative sits on the Foundation Board
- 2nd Team continues to grow

Partnership with Cerritos College

Moothart Chrysler Lamar Hyundai Dealership

A car dealership can contribute approximately \$7000 annually with the percentages that are being offered

Annual Donation to College from Vending Program				
Participating Car dealerships	1	5	10	20
Total contributions to College	\$ 7,000.00	\$ 35,000.00	\$ 70,000.00	\$ 140,000.00
Auto Industry Scholarships (15%)	\$ 1,050.00	\$ 5,250.00	\$ 10,500.00	\$ 21,000.00
Auto Industry Contract Training (15%)	\$ 1,050.00	\$ 5,250.00	\$ 10,500.00	\$ 21,000.00
Proceeds to Cerritos Foundation (70%)	\$ 4,900.00	\$ 24,500.00	\$ 49,000.00	\$ 98,000.00

Moving Forward and Next Steps



- Gather dealer's input and interest
- Meet with the college administration / Vision-Support
- Participation in the bond process
 - \$180 million bond will be on the 2003 November ballot
- SMCDA representation on the Foundation Board
- Begin to gather local city support



Auto Training Center



4-Year Degrees



Science Student Study Area



ARC Commemorative Brick Project

2nd team fundraising endeavor working with faculty and staff to provide new resources for park project

Fundraising Links

- [Cerritos College Foundation](#)
- www.arc.losrios.edu/found
- [SCCTT](#)
- [Teamwork Fundraising](#)

Dusty Baker Student Athlete Support Center



- Project began with needing a permanent site
- Engaged retired colleagues first
- Dusty was on the “radar” for years
- Invited Dusty to campus to hear our collective “pitch” and see our site and talk with students
- Waited!
- Got lucky as our “pitch” worked and Dusty signed on!



Dusty and 2nd string “team” break ground

Developing the 2nd String

- Began by talking to select individuals who might have a stake in this effort
- Recruited key campus players who would see this effort as exciting
- The team comes together with 10-14 enthusiastic souls
- They recruited interested friends and colleagues
- Created opportunities for the most enthusiastic individuals to find their voices

Dusty Baker Golf Tournament

- Enthusiastic committee efforts; everyone had a job – they took ownership
- Networking ramped up; project took on a life of its own
- Everything kept at one site; charts kept and assignments developed; when one task completed another one offered
- Celebrities and media attended; Dusty arrived; had 134 golfers and 131 prizes in first outing
- The following week the debrief and talked about what we could do better...next time!

Keep the Foundation Office Involved



- Coordinate all campus fundraising efforts
- Ask the Foundation/Communications staff to help design and coordinate collateral materials for messaging consistency
- Develop general mail appeal enhanced by Foundation staff
- 2nd string involved at all times.
- Meet on a regular basis on their schedule with invitation to Foundation Office



Keep the Foundation Staff Involved

Debbie (right) kept track of the finances; Debra (middle) did the collateral materials and signage; & Kirsten, Foundation Director, (left) kept us on track!

2nd String Enhances Advancement Office Efforts



- More employees become donors
- New annual fund donors
- People see the link with the Foundation Office and campus

What a 2nd Stringer Learns



“I learned that I could do more than I ever realized about myself”. Now I see that I am pretty good at networking and at making connections. And if I believe in something enough then I now know that I have the skills to encourage others to be involved.”



2nd String Team Members at Dusty Baker Tournament

Mike Sachau (Athletic Counselor, left), Frankie Johnson (classified Staff and 2nd String Captain, center) & Raye Maero (Golf Coach and Adaptive PE Instructor, right) oversee the day's activities

How are YOU going to seek out a 2nd String Fundraiser?



- Remind others what the priorities are for fundraising office
- Be willing to meet with every person who has an idea
- Focus on projects you can help with
- Encourage individuals to be 2nd string coaches
- Sometimes, you just have to say “NO”