

## YOUTH IN PHILANTHROPY:

### YOUTH ADVISORY COUNCIL FUND DEVELOPMENT TRAINING

Planning and relationship building are important for successful fund development. A training session that includes advice from local funders will not only help YACs to start their planning, but will also help to start building relationships. The whole workshop will require approximately 3 hours, with the first part dedicated to the panel of funders. In some cases, Mayors or city councilors have attended, along with someone from a service club, such as Rotary, and a local business. Set the date well in advance and have YAC members confirm arrangements with guest speakers, and all other YAC members. It may also be appropriate to invite the chair of the community foundation's fund development committee or fund development staff as resource persons.

**Panel:** Representatives from funding organizations, such as service clubs, local government, business or private foundations.

Each representative is introduced and asked to speak for approximately 10 minutes about their organization's funding availability, how to apply and any tips or "dos and don'ts"

Questions may be asked after each speaker, or following all of the presentations. Approximately 1 hour should be allocated for the panel. Speakers should be formally thanked by YAC members.

**Debrief:** Once the speakers have left, approximately 10 minutes should be spent on de-briefing the presentations. What were the most important points made? Were there any surprises? How can the YAC use this information in its planning?

**Discussion:** *Fund Development vs. Fundraising*

What is the difference? When is each appropriate for a YAC?  
(Use materials from CF-LINKS "Growing Your Assets" workshop; also BPOC and VFYPC Manual)

*Why people give*

List motivations for giving by brainstorming. Ask participants to think of why they give. Compare with information and statistics from CF-LINKS "Growing Your Assets" workshop; also "Survey on Giving and Volunteerism" from Canadian Centre for Philanthropy

**Review:** Endowment vs. Flow-through  
Operating funds vs. granting funds  
Concepts such as matching grants, leveraging, in-kind support

**Planning:** *Why should people give to the youth council?*  
Brainstorm to develop key messages

*Who could give to the youth council?*  
Identify and prioritize prospects. Discuss what makes them good prospects.

*How do we reach them?*  
Do YAC or CF board members have any personal connections? Who are the most appropriate people to “make the ask”? What kind of information and materials will be required? What is the timing involved?

*Developing a Plan*

- Ideas
- Information and research
- Coordination, timing
- Setting goals: short-term and long-term
- Ingredients: what will it take?

**Role Play:** Have 3 volunteers role play “making the ask” in front of the group. One person will act as the potential donor, and 2 people as YAC members. To set up the situation, the donor should be identified and how the meeting was arranged should be described first. After the role play, observers provide feedback, focusing on the positive and offering suggestions for improvement.

If time permits, continue role playing, either with other volunteers in front of the whole group, or in small groups, until everyone has had a chance to “make the ask”. This helps to raise everyone’s comfort level in talking about the YAC with donors, and to ensure that everyone has correct information, as well as good examples of the kinds of things the YAC has funded, or in the case of new YACs, might fund.

**Additional Resources:**

- Fund Development Readiness Checklist
- CFC Fund Development Planning Workbook
- CFC “Engaging Youth in Philanthropy” manual
- Canadian Centre for Philanthropy website (now ImagineCanada [www.imaginecanada.ca](http://www.imaginecanada.ca))