



SEL Fund Development: Inspiration, Landscape, & Expertise

SEL Lead Monthly Webinar

November 5, 2015

12:15pm – 1:45pm Central Time

Agenda

- A Local Funder's Perspective
- Developing a district SEL fund development system.
- Discuss local district fund development landscape & plans
- How can CASEL support your fund development work?



A Community SEL Funder's Perspective

Anna Laubach, Director, Special Initiatives, McCormick Foundation



The Imperative of Intentional SEL Fund Development

- SEL Depth, Breadth, and Quality
- Building the SEL Movement in CDI Districts
- SEL Financial Sustainability: It is up to us!



Thanks for Responding to the Survey!

	Strongly Agree	Agree	Neutral/Not Sure	Disagree	Strongly Disagree
We are currently pursuing foundation or philanthropic funding for SEL in our district.	3	2	1	1	0
We have some SEL staff time to support fund development for SEL.	0	2	2	2	1
Our district has fundraising/development staff who can help raise additional funds for SEL.	2	1	0	3	1
Our superintendent is supportive of fundraising for SEL.	3	2	2	0	0
I would like help/support to develop our SEL fundraising/fund development knowledge and skills.	4	1	2	0	0



Six Steps in an SEL Fund Development System



1. Vision and Mission – A Plan and a Budget
2. Plan The System, Gain Approvals & Buy-In
3. Identify Potential Funders
4. Develop Your Story - Design the Presentation
5. Funder Engagement Plan → Ask!
6. Refine Systems / Meet Funder Needs

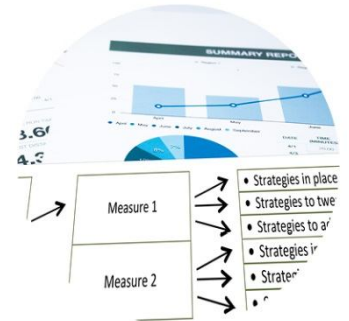
How do you currently fund your SEL Movement?

- Federal Grants (3)/State Grants (2)
- Local Foundations/Donors (2)
- Local/Community Funding (2)
- Local/District Education Foundation (3)
- National Foundations (2)

(Survey Results, N=7)



1. Vision and Mission: A Plan and a Budget



- **Vision** that significantly alters the educational experience and success rate for all students
- **Mission** to provide the depth, breadth and quality to maximize outcomes
- **3-5 year plan** with significant and achievable metrics
- **Fundable projects** that are components of the plan

2. Plan the System, Gain Approvals and Buy In

- Who is on your fund development team?
- Collaborate, gain approvals, and buy-in WITH the superintendent, supervisors, and community leaders and groups.
- Superintendent buy-in begins with collaboration & started in step 1.



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Sharing about the local landscape...

- What successes have you had in raising funds outside of your district funds/NoVo grant?
- What challenges have you faced?
- What would you most like to learn more about?
- **Is this an area you want to continue to engage in together?**



How can CASEL help?

- Facilitate a learning network/PLC for CDI Districts
- Individual/local technical assistance on developing a plan
- Support for research projects
- Support for foundation/donors
- Other ideas?



Next Steps

Follow up email to participants and SEL Leads:

- Recorded webinar
- Slides used in presentation
- Follow up survey to express interest in continuing the conversation.

