

Fundraising Toolkit



THE COORDINATING CENTER
INSPIRED SOLUTIONS

FY2023 CenterFlix Toolkit A Guide to a Successful Solicitation

Learn more at www.coordinatingcenter.org

CENTER
FLIX 
The Coordinating Center's
40th ANNIVERSARY





Welcome Letter

Welcome to the CenterFlix Campaign

Success simply would not be possible without *YOU*. Thank you for taking on a commitment to help raise awareness about The Coordinating Center and the work that we do in Maryland to support people with disabilities and complex medical needs.

As ambassadors, you serve an important role in helping us:

- Broaden our reach;
- Engage new donors, sponsors and supporters;
- Educate the community about the work we do; and,
- Most importantly, you are helping to make a world of difference in the people’s lives we are privileged to serve!

This Toolkit was created to provide you with all the tools you will need to be successful in supporting The Coordinating Center’s CenterFlix campaign. Included in this Toolkit is the following information:

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About

About the Family Resource Fund

The Coordinating Center’s Family Resource Fund provides critical financial assistance to enable children and adults with disabilities and complex medical needs to live independently in the community of their choice.

Financial Assistance Provided

Donations received provide vital services and supports that fall under three categories:



Critical Need:

- Adaptive equipment
- Dental care
- Pharmacy and medical supplies
- Funeral expenses
- Vision care
- And other needs



Quality of Life:

- Assistive technology
- Essential home items
- Respite
- Summer camp
- Transportation
- And other needs



Housing:

One-time emergency with:

- Rent
- Security deposit
- Fuel and/or utilities

The Coordinating Center

Vision

People of all ages and abilities have equitable access to achieve optimal quality health, affordable housing and meaningful community life.

Mission

The mission of The Coordinating Center is to partner with people of all ages and abilities and those who support them in the community to achieve their aspirations for independence, health and meaningful community life.

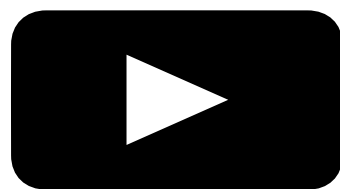


Our Approach and Services

The Coordinating Center partners with individuals and families and collaborates with health care professionals, mental health professionals, and other community providers to deliver person-centered, coordinated care. While each program we support has different requirements, each care plan is different and designed to help the person achieve their personal goals.

Our Coordinators work with the individual and their family/caregivers to identify the person's strengths, preferences and areas for growth, as well as any barriers that are inhibiting the person from achieving their goals.

Learn more about The Coordinating Center by:



[Watching](#)



[Reading](#)



[Visiting](#)

How You Can Help

Socialize

Use your social networks - Facebook, LinkedIn, Twitter and Instagram - to get the word out. Set up a schedule for posting and remember to include The Coordinating Center in your post. *See page 8 for more information.*

Promote

Send a personalized email to friends, family, colleagues, and acquaintances, and follow-up with potential notifications, reminders, and progress updates. Ask around you, including small businesses, campus organizations or other community groups.

Be a door opener

Help connect The Coordinating Center to individuals, corporations and/or foundations to [sponsor CenterFlix](#).

Partner

Establish key partnerships with local area businesses and organizations to help finance the event via an in-kind gift.

- [Raffle/Auction Items valued at \\$100 or more](#)
- [Art for Raffle/Auction](#)
- Event in-kind contributions (i.e., alcohol - wine/beer, photography, entertainment, auctioneer)

Create your own Q-Giv Fundraiser

Create your own fundraising goal and participate in The Coordinating Center's peer-to-peer online fundraising campaign through Q-Giv – launching August 2022.

Grassroots

An opportunity for families to engage their children – For example: a bake sale, ask for donations versus gifts during a birthday, or even set up a Facebook page for donations.

Where the Money Goes

Your contribution truly makes a difference! When a client is in need of assistance, our highly skilled coordinators seek low- to no-cost resources to meet the need. The Coordinating Center’s Family Resource Fund is used only as a last resort when no other support is available.

The Family Resource Fund supports children and adults with disabilities and complex medical, adults experiencing homelessness or housing insecurity, chronic conditions and/or frequent hospital encounters, many of whom are impacted by social determinants of health, such as food insecurity and unemployment.

Examples of Vital Services and Supports Funded by the Family Resource Fund:

Adaptive medical equipment

Assistive technology

Rapid rehousing and critical housing services

Medical supplies including pharmacy, eyeglasses and hearing aids

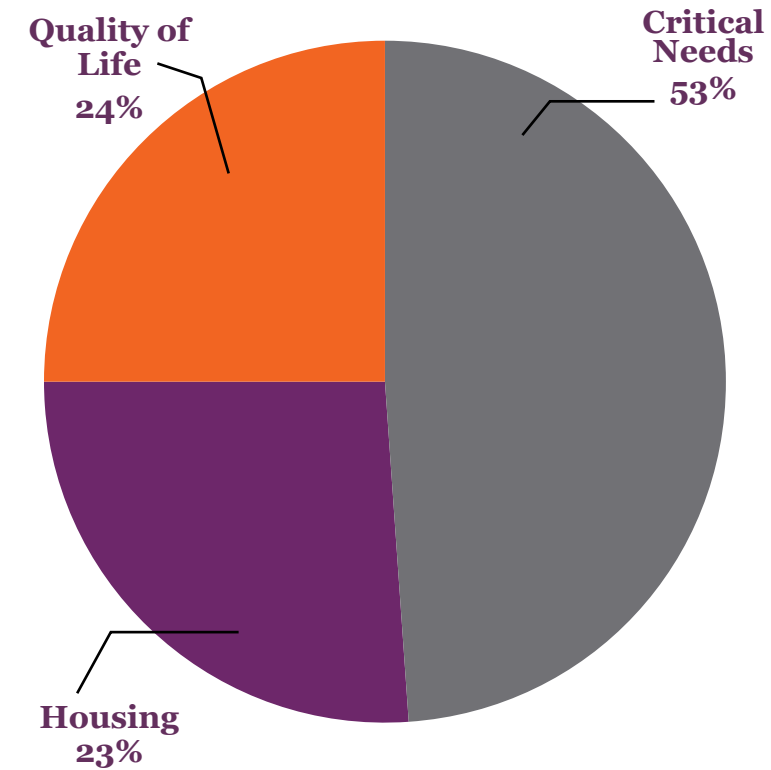
Respite, including summer camp

Dental and vision care

With more than 9,200 clients year-round, it is critical that we grow this fund. 100% of net proceeds will benefit the Family Resource Fund.

Where the Money Goes

Family Resource Fund, Disbursement by Category



Family Resource Fund, Disbursement by County

Baltimore City:	27%
Baltimore County:	19%
Prince George’s/ Charles Counties:	14%
Montgomery County:	13%
Anne Arundel County:	5%
Other Maryland counties:	1-5%



356
People Served
FY2021-June 2022

\$74,847
Distributed

Most Requested Item:
65%
of Requests were for
Adaptive/Medical
Equipment

Social Media

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

Visit our pages to share our posts or create your own.

Promote on LinkedIn

Add your volunteer experience to LinkedIn

Hashtags:

- #TCC #TheCoordinatingCenter
#CenterFlix #MarylandNonprofit
#fundraiser #Donate #Community



Sample Social Media Posts

- I'm excited to serve as a Family Resource Fund Ambassador The Coordinating Center, a nonprofit dedicated to fostering independence, health and meaningful life for people with disabilities and complex medical needs. Learn more about the Family Resource Fund: <https://www.coordinatingcenter.org/centerflix-donation/>
- Join me and The Coordinating Center for CenterFlix on May 11th, 2023 at the American Visionary Art Museum in Baltimore become a sponsor today and support with disabilities and complex medical needs. <https://www.coordinatingcenter.org/centerflix-fundraiser-gala/>
- Are you looking to make a difference? Join me in supporting The Coordinating Center.

When Zack was born, he spent the first year of his life in and out of hospitals. The Coordinating Center helped coordinate Zach's medical supply delivery, nighttime care, and physician meetings to ensure was receiving the care he needed. Zach's family credits The Coordinating Center with keeping Zack out of hospitals. Learn more about how you can help here:

<https://www.coordinatingcenter.org/centerflix-fundraiser-gala/>

Email

Sample Email (See page 11 to customize this email further)

Dear...,

I recently signed up to volunteer for The Coordinating Center, a Maryland statewide nonprofit whose mission is to partner with people of all ages and abilities and those who support them in the community to achieve their aspirations for independence, health and meaningful community life. I'm reaching out to you today because I know you have a passion for **(FILL IN THEIR PASSION, for example: health equity...people with disabilities...ending homelessness...helping people gain critical skills to remain independent in the community)** and would like to share with you an exciting opportunity to expand your network and support a great cause: improving quality of life for children and adults with disabilities and complex medical needs.

On **Thursday, May 11, 2023**, The Coordinating Center will host its 5th CenterFlix Gala Fundraiser in recognition of The Coordinating Center's 40th Anniversary! We are very excited to hold this event in person at the American Visionary Art Museum in Baltimore. **100%** of net proceeds benefit our clients directly through our Family Resource Fund!

Will you help me raise critical dollars for the Family Resource Fund by **(FILL IN YOUR ASK..... donating a prize to our auction or raffle? Making a Contribution...Becoming a sponsor...Becoming an Ambassador...Donating in-kind...)**. **(INSERT LINK TO one or more of the following ways they can contribute from the list below)?**

[Sponsorship Opportunities](#)

[Raffle/Auction Sponsorship](#)

[Art Donation](#)

[CenterFlix Donation](#)

[Family Resource Fund Ambassadors](#)

Since 1983, The Coordinating Center has been committed to full community inclusion for people with disabilities. Today, they support more than 9,200 children and adults with disabilities across the state of Maryland. The majority of our clients have very low incomes and rely heavily on Medicaid and other public programs for support. The Coordinating Center helps clients afford critical items that they cannot live without, and other resources that help improve a person's quality of life. We are able to do this through our Family Resource Fund. I hope you will join me in supporting The Coordinating Center.

Many thanks,

NAME

Tips

Preparation

Opening

Presentation

Ask

Thank the Donor

Know Your Purpose: Fundraising can be FUN

- Fundraising enables nonprofits to carry out their vision, mission and programs.
- People give because they want to help, by asking for a gift you are helping them make a real difference.
- Charitable giving can be contagious, seeing others give makes an individual more likely to give.
- Remember: a “no” is not personal.
- People give from the heart. Yes, we need to share where the dollars are going, but your appeal must contain more than numbers and pie charts. *Check out pages 15 - 16 for client success stories. Contact Heidi Falter for more stories hfallter@coordinatingcenter.org.*

Prepare

- Know yourself, the donor, your purpose, our mission.
- Be upbeat, **Positive, Personal, Persistent** – The 3 P’s.
- People give to people they know** – who do you know? What are they passionate about? The more you know about a donor, the easier it will be to make a personal connection.

The Opening

The Opening: by phone, email or in person

Key Steps	Talking points - Examples
Identify yourself as a “volunteer”	This year I am volunteering for The Coordinating Center, an innovative nonprofit that enables people with disabilities and complex medical needs to live at home and in the community of their choice.
Personalize, make the donor feel good	Jane, I’m reaching out to you because I know you have a passion for children with disabilities and I want to share with you the work that I’m doing to support people with disabilities and complex medical needs.
If you don’t know the person very well	Robert, I’ve always wanted to meet you. I’ve heard so much about you.
Describe your connection to The Coordinating Center	The Coordinating Center has helped... (me, a friend, a family member)...I was motivated to join (the Board OR Family Resource Fund Ambassadors) because...I donate to The Coordinating Center because... Let tell me how I am using my professional expertise to strengthen The Coordinating Center.
The ask should be personal	I promised myself I would see five generous contributors.... It would mean so much to me to meet with someone like you.... I would truly appreciate 15 minutes of your time as a favor to me.
Present 2 already picked times you can meet	Would Tuesday, 8:00am at Starbucks be good or Wednesday at Noon at Panera for lunch?
Let the donor know the goal of the meeting	I’d like to meet with you to learn more about your passion for children with disabilities and tell you about The Coordinating Center and our CenterFlix campaign.

The Presentation

The Presentation: If feasible meet face-to-face (i.e., in person, zoom), if not you can speak by phone or send an e-mail.

Key Steps	Talking points - Examples
Recap why you are meeting and your connection to The Coordinating Center	I want to thank you for meeting with me today to talk about The Coordinating Center and our CenterFlix campaign. I'm very passionate about the work The Coordinating Center is doing in Maryland...
Find a common interest - remember listening is the key to donor relationships	I understand you have a passion for art, we have some incredibly talented artists among our clients, some of them were recently featured at CenterFlix...
Ask open-ended questions to learn more about the individual	What would you like to accomplish with your philanthropy? You have been a terrific supporter in the past, can you tell me about your passion for The Coordinating Center?
Talk about The Coordinating Center - Share a Client's Success Story	Let me tell you about The Coordinating Center and how we are making an impact in people's lives
Talk about where the Money Goes	I give to The Coordinating Center because... ALL net proceeds go to the Family Resource Fund, which means they go directly to the people we support.
Share the fundraising goal	This year, The Coordinating Center is celebrating 40 years of service to people with disabilities and complex needs, our goal is to raise over \$100,000 for our Family Resource Fund.

The Ask

The Art of the Ask: One of the main reasons people cite for not supporting an organization is, "They didn't ask me to." So let's start on the same page and define an ask as a deliberate and well thought-out request to a donor for a specific financial gift.

Key Steps	Talking points - Examples
Use words such as	On behalf of... Consider a gift of...
If this is a repeat donor consider asking	Thank you for your past support of X. As you know we are trying to raise \$100,000 this year. Would you consider increasing your gift this year by 10% to help us meet our goal?
Focus on listening, not talking	This may be the toughest point yet, but it's crucial: You must be okay with silence. Once you've made your ask, stop talking. Focus on your donor and just listen. Listening will help you understand what "no" means. Not every no is a dead-end; some mean "not right now" or "not that amount" or even "I want to do more." But you'll never be able to decipher if you keep trying to convince.
Objections can be useful to continue the dialogue and can build trust when you respond with concern and personal reflection	"I can't afford the amount you want." Response: "The amount is completely up to you. Your support will truly make a difference no matter the size." "I support so many other groups. I'm tapped out for this year." Response: "I know the feeling. Perhaps as you plan ahead for next year you might consider supporting us. In the meantime, I'm so grateful that you have taken the time to meet with me. I'd like keep in touch."

The Thank You

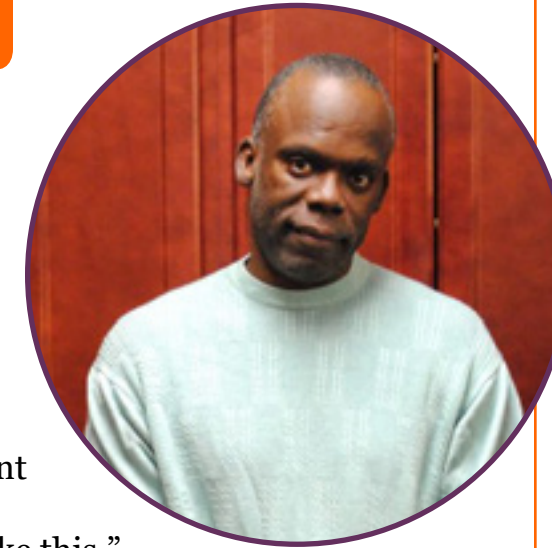
The Art of the Close: Treat each donation as the beginning of a beautiful friendship.

Key Steps	Talking points - Examples
End the way you began: positive, personal and complimentary	I want to thank you for meeting with me. I enjoyed talking to you about your passion forThe work you are doing in Montgomery County is incredible, they are lucky to have you as a supporter.
Ask if you can do anything for her/him/they	Is there anything The Coordinating Center can do for you or a family member? Is there anything I can do for you?
Leave with mutual feelings about the relationship, connection and solicitation	I had such a great time with you today. The work we are both doing to support the community is really energizing.
Thank them In person, and then follow-up with a thank you email, card, or letter	Thank you for meeting with me, and for supporting The Coordinating Center and the people we are privileged to support. Your contribution is really going to make a difference in the lives of others.

Client Stories

Meet Eric: After surviving a stroke leaving him partially paralyzed, Eric is now thriving in his own accessible home thanks to support from The Coordinating Center.

Program: Home and Community-Based Options Waiver (HCBO) with support from our Housing Team



Eric's Story: Sitting in his two-bedroom apartment in Harford County, Eric shakes his head in disbelief. "This is beautiful," said Eric. "I never thought I would get something like this." After suffering a stroke, Eric spent three years in a skilled nursing facility in Baltimore County. Left with limited movement on his left side and memory problems, Eric longed to have his own place and once again be close to his son. While at the nursing facility, he enrolled in the Home and Community-Based Options Waiver and was assigned a Supports Planner and Housing Coordinator from The Coordinating Center. When Eric first met Dennise, his Housing Coordinator, he was skeptical. He did not have any money, he was missing essential documents and other programs that promised to help him get out of the facility had let him down. As Eric continued to meet with Dennise, he learned to trust her and shared with her that he did not have all the documents needed to move into his own place, including his birth certificate and proof that he was father of his son and had custody of him.

Our Impact: With the help of Eric's Service Coordinator and The Coordinating Center's Housing Division, Eric received the paperwork he needed to access the 811 Rental Assistance Program in Harford County and move out of the nursing home. Eric is so grateful to be back in the community. "I have a place of my own, I have a place for me and my son," said Eric.

Read and share Eric's story here:

coordinatingcenter.org/our-stories/eric/

The Presentation

Meet Rachel: Rachel, a middle school student diagnosed with Autism and Cerebral Palsy, is thriving and developing her skills with the help of her family and other vital supports and resources.

Program: Autism Waiver

Rachel's Story: A diagnosis of Autism certainly does not get in the way of some of Rachel's favorite pastimes. She enjoys horseback riding, shopping, looking for new movies to watch, hanging out outdoors, and spending quality time with her family and friends.

Rachel has a special soft spot for her dog who is a most patient and friendly companion. Diagnosed as a toddler with Autism, she has been working hard ever since to develop her skills and highlight her strengths. Rachel was nonverbal until the age of five and now utilizes both spoken word and sign language to communicate best with her family and friends. Rachel also lives with severe food allergies and Celiac disease, an autoimmune disorder that can lead to damage of the small intestine. Rachel's family continues to explore eating habits that could help her lessen and best manage her food allergies.

Our Impact: With the help of her family, her Coordinator and other valuable resources like friends and mentors, Rachel is learning more about important skills including how to communicate and behave effectively with others, how to express her emotions and how to prepare her own food. All of these skills are important for helping Rachel to thrive, and her family is happy to see her continued growth and development.

Read and share Rachel's story here:

coordinatingcenter.org/our-stories/rachel/



FAQ

- **Where do donations go?**
100% of net proceeds goes directly to people in need through the Family Resource Fund. *See page 3, and pages 6-7.*
- **Are donations tax deductible?**
All gifts to The Coordinating Center (EIN 52-1318341), a 501(c)(3) nonprofit organization, are tax-deductible to the full extent of the law. A copy of the current financial statement of The Coordinating Center is available by writing The Coordinating Center 8531 Veterans Highway Millersville, MD 21108 or by calling 410-987-1048. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis, MD 21401, 410-974-5534.
- **Can I use The Coordinating Center's Logo?**
Yes, absolutely. The logo is available for you to use, please email: hfallter@coordinatingcenter.org for more information.
- **How does The Coordinating Center embrace Diversity, Equity, Inclusion and Belonging?**
At The Coordinating Center we aim to dismantle inequalities within our policies, systems, programs and services by embracing Diversity, Equity, Inclusion and Belonging (DEI&B) and leading with respect, acceptance and compassion. It's what makes us exceptional in achieving our mission and drives us to deliver culturally competent and effective care coordination services. We believe we are stronger together. [Learn more about our culture.](#)

Don't see your question here?
Contact us at hfallter@coordinatingcenter.org

Services We Coordinate

Food
Food access, home delivered meals, dietician services & pediatric feeding programs

Insurance
Medicaid/Medicare/Commercial/Private insurance & coordinating insurance benefits

Educational Support
Advocacy/legal resources & state/local educational resources

Housing
Rapid rehousing, transitional housing, home repair/modification, environmental assessments, accessibility modifications, community living with enhanced supports, & group homes

Transitional Services
Health care transition, adult life planning & transitioning youth



People We Serve

Rare Diagnosis Disabilities
Complex Medical Needs Chronic Conditions
Special Health Care Needs Transitioning Youth
Autism Spectrum Disorder Formerly Homeless Adults

Primary Care
Preventative health screenings & wellness visits

Transportation
Public/private & accessible/affordable

Family Supports
Respite care, caregiver support, & family training

In-Home Services
Personal assistance services, home health, nurse monitoring, private duty nursing, certified nursing assistants, intensive therapeutic integration services, personal support services, intensive individual support services & live in caregiver supports

Medication
Pharmacy, medication therapy, medication review, education & access

Community Integration
Meaningful day, medical day, school care coordination, vocational programs, senior center plus, day habilitation & medical day care services

Equipment and Supplies
Durable medical equipment, disposable medical supplies, assistive technology, accessibility adaptations, & personal emergency response system

Special Care
Dental, vision, specialty physicians, complex care clinics, occupational/physical/speech/language therapies & mental health/behavioral services

Our Impact

- 95%** of the **9,200 individuals** served by The Coordinating Center are Medicaid beneficiaries, living on low or very low incomes; **50%** of whom are children and youth.
- 4,289 individuals** with disabilities and complex medical needs received care coordination services in FY2021, **74%** of whom are children and youth. Most common diagnosis: cerebral palsy, microcephaly, quadriplegia, hydrocephalus, cleft palate, spina bifida, anoxic brain injury, cerebral palsy, seizures, multiple congenital anomalies and congenital malformation syndrome.
- 192 adults** received service coordination and housing support in FY2021, **65%** of whom were formerly homeless.
- 1,650 youth** between the ages of 14-21 received Transition Youth services in FY2021, which better prepared them for the transition to adulthood.



Thank You!



The Coordinating Center

CoordinatingCenter.org | 410-987-1048
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