

## **SECTION 7: FUNDING, DEVELOPMENT & OUTREACH**

### **7.1 Fundraising:**

1. A chapter should start fundraising as soon as it receives a project. In addition, the chapter should have long term fundraising goals and strategies for both chapter and project needs.
2. There are many ways for chapters to fundraise including parties, bands, bake sales, car washes etc..

### **7.2 Grants:**

1. Chapters should refer to the EWB-USA Policy on Grants and Fundraising for information on the requirements for applying for a grant using EWB-USA financial or tax information. In brief, Chapters using the EWB-USA tax identification number, 501(c)(3) designation, or any financial information must obtain approval from the Grants Coordinator and/or EWB-USA President, and submit the completed grant application to the Grants Coordinator for review. EWB-USA will keep 5% of any funds awarded for administrative costs, and disburse the remainder to the appropriate Chapter. Chapters must provide receipts, invoices, or an Expense Report form for all grant funds used.
2. EWB has a Grants Coordinator, Zoe Kircos, to help chapters with grant writing. Zoe will review and edit grants to ensure that they conform to EWB-USA's mission and goals, assist with collecting necessary attachments, and give approval for grants using EWB-USA financial and tax information and provide those attachments. Zoe will not research grant opportunities for specific projects or write the actual grants.
3. Chapters must plan ahead for the funds that will be needed for their projects. We advise you to create a long term plan for fundraising that does not rely exclusively on grants. Be advised that the application process for some grants is 6 – 8 months, so begin applying at least six months in advance of the time you need the money.

### **7.3 Public Relations:**

#### **7.2.1) Media Relations:**

1. Media relations include: Press releases, letters to large companies, radio or television, newspapers, or any other public relations.
2. All media relations should be submitted to the main EWB-USA office for review prior to their submittal to the media.
  - a. Once the media relations item has been reviewed by EWB-USA, it will be submitted to the media outlet with the EWB logo. The EWB logo is available on the EWB website.
3. The key messages for EWB-USA can be found in our brochures or on our website.

#### **7.2.2) Projects:**

1. EWB projects are the backbone of our organization. Therefore when members participate in projects, we also ask that chapters create smaller promotional report that we can use on the website or for publicity.
  - a. We also ask that members send us their photographs from their trips or even during the design stages of the project so that we can post these on the website or give them to media outlets that ask for pictures.
  - b. It is possible that EWB members may be contacted by EWB if we need someone from the project to speak with a publicity representative.

#### **7.2.3) Fall Conference:**

1. The EWB Fall conference is a great way for members, non-members, students and professionals from EWB chapters to learn more about sustainability and the state of our world.
2. These conferences offer training. Various field case studies (past and current projects) are presented. Workshops and seminars were held on how to start a chapter, managing a chapter,

and how to manage projects (logistics, marketing, fund raising, etc.). These presentations on how to seek and run projects were given by industry representatives and EWB-USA staff and volunteers.

3. Consider attending the next fall conference. This is a good way for chapters to get all the information they need all at once and to make new friends and contacts. Go to the EWB-USA web site at [www.EWB-USA.org](http://www.EWB-USA.org) and click on events to see more information.