

# MOHAVE COUNTY COMMUNITY COLLEGE FOUNDATION

## VOLUNTEER HANDBOOK

2021



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## Mohave Community College Foundation Volunteers



You are an important representative of the MCC Foundation Committee, and your involvement is critical to the success of our fundraising events and campaigns.

This handbook was designed for volunteers assisting college advancement as they champion and advocate for MCC's mission and vision.

It will also help volunteers identify and cultivate potential partners for financial support, and build emotional equity among MCC's many constituents, including its alumni base.

Volunteers also provide valuable ideas, insights, feedback, and advice to expand outreach and build partnerships with businesses and industry and the public and private sectors of the community to positively impact the city, the county, and beyond.

Thank you for your commitment to MCC. Remember you are a valuable member of a team that is making a difference in the lives of our students, faculty, and staff, and helping to change their future.

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## INTRODUCTION

In this guide you will find the tools to assist you in carrying out your volunteer responsibilities as you serve as an ambassador for MCC and the foundation, educate constituents about MCC's students and programs, and understand and articulate specific foundation goals and the need for support. You will be:

- participating with other committee members in effective engagement strategies to increase potential partner and donor involvement with MCC;
- assisting with hosting cultivation events to attract and involve partners in the work of the foundation and the college;
- helping to increase participation among students, faculty, and staff, businesses, corporations, community groups, and other foundations, vendors, parents, alumni, and friends; and
- building relationships with influential and engaged communities, and alumni who will encourage others to donate their time, talent, and resources.

With your help, MCC will expand the foundation's database and the quality and quantity of relationship-building within the communities we serve. This volunteer handbook provides insight and tools for engagement and outreach with potential partners and donors.

## FOUNDATION MANAGEMENT

The Mohave County Community College Foundation is managed by college employees and volunteers who serve on a Board of Directors and a Chapter Committee set up at each MCC campus.

### **Foundation Board of Directors**

The business, property, and affairs of the foundation are managed by the Foundation Board. The total composition of the Foundation Board has a designated number of members. The seats on the Foundation Board have specific terms as prescribed in the Bylaws.

### **Nomination and Election to the Foundation Board.**

The Foundation Board includes four seats specifically designated for one member of each chapter, and members holding those seats shall serve terms of two (2) years.

### **Automatic Members to the Foundation Board of Directors.**

Each Chapter Committee designates a member of their chapter to sit on the Foundation Board. That member does not have to be an officer of the Chapter Committee, and the chapter may elect to remove or replace their Foundation Board representative at any time during the term and designate another member to finish the two (2) year term.

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## **Chapter Committees**

Members of the Chapter Committees are expected to:

- attend at least ten (10) of the regular chapter meetings per year;
- assist the chapter in its activities;
- assist the foundation with identifying and nurturing donors; and
- make a meaningful gift to MCCF a priority each year.

Chapter committees are also responsible for achieving the purpose of the Foundation on their campus.

Chapter Committee members in good standing shall be eligible to serve as members of the Chapter Board, officers of the Chapter, or on committees established by the Chapter Board.

At this time, employees of the college may serve on the Chapter Committee, but they are not eligible to hold office on the Committee or the Board of Directors.

## **VOLUNTEERS**

Volunteers of Mohave Community College and/or Mohave County Community College Foundation are a valuable resource and assist the college in accomplishing its mission.

A volunteer is any individual who performs a service for and directly related to the business of Mohave Community College and/or the Mohave County Community College Foundation, without the expectation of monetary or material compensation.

Foundation volunteers are expected to abide by college policies and regulations that govern their actions, including but not limited to those of ethical behavior, confidentiality, and financial responsibility.

As a volunteer, you serve as an advocate, ambassador, and philanthropic supporter on behalf of the college and will receive support from the foundation office.

### **Advocates**

As an Advocate you are expected to:

- attend regular meetings of the Chapter Committee on which you serve;
- empower others to share their knowledge and experience with MCC through strong storytelling;
- express ideas and views on behalf of MCC alumni and friends with whom you communicate; and
- inform family, friends, and colleagues about the great work happening at MCC and encourage prospective students to choose MCC as their #1 choice.

### **Ambassadors**

As an Ambassador you are expected to:

- represent the college in the area of fundraising to champion its mission and vision, core values

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- and principles, and educate the community about MCC's people and programs;
  - provide ideas, insights, feedback, and advice;
  - maintain confidentiality about MCC's prospects, donors, and sensitive organizational information;
  - identify and engage with community, alumni, and friends;
  - develop and/or assist with fundraising and cultivation events to promote efforts on behalf of the college, as appropriate; and
  - attend fundraising events, as well as other campaign-related celebrations.

### **Philanthropic Supporters**

As a Philanthropic Supporter you are expected to:

- set the pace for support with a personal commitment of time and resources;
- assist in identifying, evaluating, and — as appropriate — soliciting major gifts for our fundraising efforts;
- make personal visits to potential donors to build relationships and solicit gifts; and
- apprise the Chapter Committee and the Executive Director of activities and recommendations.

### **Foundation office Support**

As you advocate on behalf of the college and the foundation, the foundation office will ensure you have the information and tools necessary. They will assist you in:

- identifying prospect names, along with pertinent information;
- directing you to information about the college and the foundation;
- discussing a strategic approach to deepen the relationship with a prospect/donor;
- consulting on solicitation strategy;
- accompanying you on cultivations and potential solicitations (if desired);
- following up on proposals and discussions with the prospect; and
- advising and assisting on donor stewardship.

## **FUNDAMENTALS OF FUNDRAISING**

Fundraising by the Chapter Committee is done based on the chapter's approved strategic plan and budgeting decisions. Fundraising solicitations are conducted in support of college priorities, which can include campus departments, and programs. **During fundraising drives and/or campaigns, all efforts will be coordinated in support of the Chapter Committee's defined goals and priorities.**

Most of the money raised will come from a small number of donors. People give to people so transparency and accountability are critical.

There must be a compelling case for giving which tells:

- who we are;
- how well we do what we do;

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- who benefits and what sustainable impact the gift will have for the college, its faculty, staff, and — most importantly — students;
  - who else will benefit in the city, the county, the state, the nation, and even the world; and
  - how gifts add value to what we do.

Furthermore, the outcome impact of gifts must be demonstrated. Donors want to know their gift made a difference.

### **How to Ask for Support**

Key Points:

- First, commit to MCC.
- People like to be solicited in person; always strive for a personal visit.
- Solicitation is a process, not a one-time event.
- Devise an approach customized to the prospect.
- Consider bringing along another volunteer, or the Committee Chair. There may be occasions that require attendance by the Foundation Director or the Campus Dean or Dean's designee.
- Don't be afraid to hear "no".
- Thank the prospect/donor and follow up in writing—on foundation notecards or letterhead.
- Keep the Chapter Committee Chair and the Executive Director apprised of your activities with contact reports.

### **Suggested Solicitation Steps**

MCC Foundation staff will work with you to identify prospects or local philanthropic groups. You will receive information that will help you to approach them most effectively.

MCC Foundation staff will work with you to develop the most effective strategic approach. This may include identifying areas of interest and identifying others who may accompany you on your solicitation, if appropriate.

### **Initial Contact with the Prospect**

Email or send a letter with information about the situation, event, or campaign telling the prospect that you will be calling to set up a personal appointment.

- If the person or group is already familiar with the college, you simply may want to call or email.
- Set up the appointment. Visit with your prospect. If the prospect is a social, business, or philanthropic group, visit at a regular group meeting.
- Within two weeks of visit: Follow up on your visit.
- Solicitation follow-up may include making a call and/or arranging an additional visit, or sending a suitable proposal, which MCC staff will prepare.
- Expect that you may need to see some people several times before a gift is made.

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## Preparing for the Solicitation Visit

- make a personal commitment (financial contribution) to MCC first and do your research to become well informed about MCC;
- check the public website for information about [programs](#), especially those at the local campus;
- read as much as you can about what the college is doing now;
- review College [Committee](#) Proceedings especially the Campus Communication Council proceedings;
- find out why the prospect might be interested or what would motivate the prospect to support MCC with a gift to the Foundation;
- familiarize yourself with levels of giving already committed;
- ask questions;
- solicit in person: personal contact is very important and will convey to donors the seriousness of intent and the importance of their participation. Personal visits allow for dialogue between the solicitor and prospect: questions can be answered, interests discovered, and concerns addressed. A visit will provide an opportunity for your prospect to weigh the college's needs with their own ability to help; and
- consider bringing along another volunteer or Executive Director.

## Meeting with Your Prospect

- bring MCC informational materials provided by the MCCF and by MPIO, the college's Public Information Office;
- convey your enthusiasm for and pride in MCC;
- tell your personal story of your commitment to MCC and your involvement with the college;
- indicate the level of giving determined during the discussion that you hope the prospect will consider;
- suggest that there are ways of giving that could be adapted to your prospect's financial situation (Review the MCCF webpage on ways to give);
- attempt to obtain the maximum gift the donor is capable of giving;
- leave the information behind so that the prospect can review it later in more detail; and
- listen for your prospect's interests and motivations.

## Ways to Give

Contributions to MCC can be made in several ways that benefit the donor and the College. This section lists the gift options that may be available to the donor. Philanthropic support is made with a gift to the Foundation for MCC. The Foundation is responsible for the receipt and management of all gifts to the College so work closely with the Executive Director.



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## Gift Options

- Charitable Adult Rides and Services (CARS) is a 501(c)(3) nonprofit organization that accepts donations of cars, trucks, motorcycles, ATVs, RVs, boats, trailers, and airplanes for the charity of your choice. MCCF will receive a portion of the proceeds from the sale of the donation.
- Endowments are gifts that keep on giving. These types of gifts serve as a long-term option to ensure the continuance of the Foundation's mission of advancing the goals and mission of Mohave Community College. Endowments allow continual investment of capital, with the generated interest used to issue scholarships to students. As the capital is continually invested, it helps ensure the gift is a permanent source of funding. There is a \$30,000 minimum requirement to set up an Endowment.
- General Donations are the easiest and most popular way to support the Mohave Community College Foundation. These unrestricted donations allow the Foundation to use funds wherever they are needed most.
- The Mohave Community College Foundation may accept an in-kind gift if the donation is something that can be used by the College or the students. Donors are required to fill out an In-Kind Form and submit it for approval before a gift can be accepted. Donors are required to determine the value of the gift.

## Cultivation and Recognition

More than a personal visit may be required to stimulate a sufficient prospect's interest in MCC before requesting a gift.

- You may be able to invite guests to the campus to show them the grounds and to introduce them to students, faculty, and staff.
- Certain academic, cultural, or campus events may be of particular interest to your prospects. Please coordinate with the Executive Director and the Campus Dean to set up a campus tour and appointments, or to discuss events of interest.
- Invitations to alumni and friends' events are another effective way to introduce or engage potential donors to the College. The Executive Director and the Campus Dean will keep you apprised of upcoming events.
- Knowing how MCC recognizes contributions can give you an insight into what may be of interest to your prospect. Endowments are particularly significant. They are endorsements from prominent alumni and friends of the College's worthiness of support and are models for future donors.

## Cultivation Event

You may consider hosting the prospects at the campus, at a restaurant in a private room, or another available venue.

The Chapter Committee will need to set a budget to assist the execution of these important functions when needed.

Follow-up is key:

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- thank you notes to the attendees;
  - individual follow-up with each prospect per the outline above; and
  - follow-up with those who didn't attend

The Chapter Committee Chair and the Executive Director will play a critical role in working with you on follow-up.

The Chapter Committee Chair, with the assistance of the Executive Director and Campus Dean, can help you organize an event to host individuals on the prospect list that you have chosen.

### Handling Negative Responses

- Don't be afraid to hear "no." The word "no" is often an initial response that changes with time and the proper attention. Consider "no" to be the beginning of a dialogue. With good timing and cultivation, an initial rejection will lead to future gifts.
- Your prospect may offer to contribute an amount that is substantially less than you know he or she could give.
- Prospects may not understand the importance of a higher threshold of giving to MCC and how their involvement can make a difference.
- You may want to discuss MCC more fully and talk about a few gift opportunities that might interest the person or group.
- **Personal storytelling will go a long way in ensuring a higher level of engagement.**
- Suggest that time be spent thinking about the subjects you discussed and the materials you have provided before a final decision is made.
- Your prospect may choose not to contribute to MCC. He or she may have very valid reasons for not committing funds, which must be respected. Following up with a letter is a good idea. If you think it appropriate, you may want to suggest a smaller contribution.
- Your prospect, if not already engaged, might also indicate that he or she would like to get involved in addition to or in place of a monetary donation. There are several ways that they can do more:
  - volunteer with the Foundation Chapter Committee;
  - help with the alumni initiatives;
  - become a social media influencer for MCC in:
    - Alumni and Friends' relations; and
    - Annual Giving Days: Giving Tuesday (the Tuesday after Thanksgiving in November) and MCC Giving Day in the spring.

### COMMUNICATION TIPS

Some of your contacts may have questions or concerns about the MCC Foundation or MCC in general. The following tips can help you handle these types of conversations.

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To leave your contact with positive feelings toward the College:

- listen carefully;
- validate their feelings;
- thank them for bringing up their concern and let them know you are happy to talk with them about it;
- understand the root of the problem: “Tell me more about...”;
- if someone expresses concern about College policies and decision:
  - remind them of the excellent education MCC provides students and the positive, exciting things that are happening around campus;
  - try to encourage them not to let one controversial issue influence their giving to MCC;
- Emphasize the importance of MCC’s commitment to students and their education; and
- If you feel unable to address their concerns, refer them to the Executive Director of the MCC Foundation.

### Prospects Frequently Asked Questions

Certain questions are asked frequently. Many of these questions are listed here and volunteers can consider using the responses provided to turn objections into a gift.

#### Financial

- **Does my small gift make a difference?**

Yes! Every donation, regardless of size, makes a difference — and establishes a pattern of giving that is priceless. It also helps us reach our participation goal. If everyone contributes according to their ability, a \$10, \$50, or \$100 gift from someone of modest means is as meaningful as a multi-million dollar gift from someone of wealth.
- **Why should I give to MCC when I give to other charities/organizations that I feel are more in need of my financial support?**

Giving to MCC makes a difference to current and future students. Through your gifts, you are providing opportunities to MCC students that will help them to complete their educational goals. You are also helping to keep class sizes small and teaching resources and labs up-to-date. If there is a specific program you feel passionate about, you can designate your gift to a purpose of your choosing.
- **Will giving to MCC improve my student’s chances of being accepted to their program and/or receiving a scholarship?**

Program admission and scholarship decisions are not related to specific contributions. Some programs are very competitive, and the quality of education here is tied directly to attracting a wide range of talented and qualified people.
- **In the current economic environment, why not spend more of the endowment to fill funding gaps?**

The endowment spending policy is designed to provide consistent revenue over time while ensuring that future generations of students and programs receive at least the same level of support from the endowment that the current generation enjoys.

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## Personal Circumstances

- **The only time I hear from MCC is when they are asking me for money. I no longer feel connected to the College.**

I would be happy to share news of what's happening at MCC today, and I invite you to participate in the College's events and celebrations. There are also ways to help MCC students just by volunteering your time.

- **I don't have a lot of money/I am unable to make a gift at present due to personal circumstances.**

Participation at any level is greatly appreciated; a gift of any size makes an impact on the daily lives of MCC students. High participation levels also help MCC maintain high college rankings. Outside organizations factor in alumni giving participation when calculating college rankings.

- **I'm upset that my child (my neighbor, my friend) was not accepted to the Nursing program (or had a bad experience) at MCC.**

Allow the person to express their feelings and acknowledge their feelings of disappointment, frustration, or confusion. When the time is right, tell them that every situation is different and that you will help direct the concern to someone who can help. Then get their contact information so that you can pass it on to the Campus Dean, Program Director, or Call Center who can respond.

## E-RESOURCES

[MCC Public Website](#)

[MCC Foundation Website](#)

[MCC Degree and Certificate Programs](#)

[MCC Committee Proceedings](#)

[MCC Student Activities](#)

[MCC Board of Governors](#)

[Scholarships and Scholarship Brochure](#)

[Latest News-MCC Mohave Wire](#)

[Consumer Information](#)

[MCC Event Calendar](#)

[Academic Calendar](#)