

## WCN Fundraising Principles

Fundraising a core role of private nonprofits such as the WCN.

Goal: 100% contribution of individual board members and member organizations to collectively reach fundraising goals set by the board of directors

- Individual members must pledge amounts that are meaningful to them
- Board members who are also members of a member organization are to engage their organization to pledge a meaningful contribution level
- Board members and organizations have the option of contributing to special events to benefit WCN. Example: Hats Off to Nurses

### Process

- The Board of Directors are to collectively set fundraising goals at the annual budget development and adoption meeting
- Board members are to commit to a yearly meaningful contribution amount at the annual budget development and adoption meeting
- Staff are to provide regular progress reports to individual board members quarterly or at each WCN meeting, whichever comes first.

### Grants

- Historically, grants are a separate category in the budget from fundraising and surcharge revenue
- Staff are to monitor grant opportunities regularly and keep the board apprised if opportunities are identified.