Fundraising Best Practices

SkillsUSA®

State Support in FY2023

- Direct fundraising support in 22 states
- $663,000 in state level support
- Continually identifying new state and local support opportunities through national partnerships
- In our collaborative work with Championships on the Lowe’s Gable Grant

Our Commitment to You

We are committed to being a resource for you.

Some ways we can assist are:

- Sharing our fundraising collateral
- Introducing potential donors for state level funding
- Supplying pass through funds from our corporate donors
- Serving as a resource to talk through fundraising strategy and tools

Reasons Corporations Partner

HR Departments

- Building Talent Pipeline (hiring our students)

Marketing and HR Departments

- Building brand loyalty across our stakeholders
  - Specifically with students
    - Loyalty to products they will use when they enter the workforce
    - As a company they will want to work for

Corporate Foundations

- Community Relations (the greater good)
- Workforce Development (closing the skills gap)

Fundraising Cycle

Grants

Successful grant applications almost always happen due to relationship building that took place prior to submitting

- Corporate grants and private foundation grants are similar, but not the same
- Grant agreements are different than corporate funding
  - Different record keeping and audit requirements
  - Application submission
  - Specific open periods to apply
  - Metrics and reporting requirements
- Capacity to file, manage, and report on grants

TECHSPO and BPD Timeline

- Timeline guidance for steps in BPD team planning process
- Every time communication is sent, we also link the partnership opportunities and TECHSPO prospectus

- Note: You will need to adjust timeline according to your state conference

- Tasks are grouped into different categories:
  - Planning
  - System (Exhibitor system)
  - Communication
  - Website
  - Partnership Discussions
  - Floorplan
  - Onsite
  - Post Event

Planning Timeline

Partnership Opportunities document revisions (July)

Prospectus updates (July)

Floorplan adjustments (July)

Layout OP and early commitment booth assignments on working FP (July/August)

Begin Exhibitor System Buildout (August/September)

Send out Partnership Opportunities to OPs w/ Calendly link to book time (Late August) - LINK

Post P.O. doc on website (September)

Schedule meetings w/Partners based on sending out P.O. doc (September)

Confirm early booth placements – OPs and early commits (Oct)

Place holds in system for OPs and early commits (Oct)

Reserve your booth today (send link to all to book booth) (mid-Oct) - LINK

Early Bird discount ending soon (12/31) link to online contract and hotel (Dec)

January updates (new mktg opportunities, hotel info and more) (January) - LINK

February updates (hotel site open, exhibitor kit info, exhibitor profile updates, new opportunities and more) (February) - LINK

March updates (standard rate ending soon) (March) - LINK

April updates
Still time to lock in booth (Reg open, Airline disc, Profile updates, webinar signup)
(April) - LINK

Webinar for exhibitors (walk thru system, best practices) (end April/beginning May) - LINK

Webinar for exhibitors (Fern, Electrical, Move in/out, know before you go doc) (3rd wk in May) - LINK
Know Before You Go doc - LINK

NLSC

Distribute and collect early commitment forms (size/competition/etc) (at NLSC)

After NLSC, compile photos by exhibitor/partner (immediately following event)

Compile stats/highlights deck (immediately following event) and survey -LINK

Send email to partners/exhibitors with Link to their photos, highlights & anticipated timing for opening next year (beginning of July) - LINK

WBL Research & Development

Alumni Scan

SkillsUSA's Interactive Data Map:

- In development
- Shares all CTE schools across the country
- Specifically identifies SkillsUSA schools.
- Allows assessment of ideal partner locations, demographics, needs, capacity and barriers.

Environmental Scan:

- Initial scan of current stakeholders complete.
- Current and continuous scans will:
    - Identify partners with existing programs we can offer now
    - Gather best practices and develop subsequent guidance and resources

Looking Forward

SkillsUSA Work-based Learning Initiative funding will provide support at the state and local level.

In our partnership with Jobs for the Future (JFF) and other partners we will work together to:

- Develop the SkillsUSA Work-based Learning infrastructure
- Collect longitudinal economic trend outcome data in JFF's Education Quality Outcome Standards (EQOS) system

Right Now

In our partnership with Blue Recruit, we will have immediate data collection of the following:

- Industry recognized certifications our students and alumni have
- Job placements by training program
- Positions and salaries our members attain and retain
- Career trajectory longitudinal data

Breakout Groups

- What types of data does your state collect that you have access to?
- What types of data do you collect within your state association?
- What restrictions are in your state regarding aggregate outcome data you can share with us?
- What systems do you use to track outcome data?
- What data gaps exist?

Link to Google Doc: https://bit.ly/SDCBreakout

Final Thoughts

- Updated fundraising collateral including the adjustable timeline will be provided by August 28 in the State Director’s Gateway
- Please share your state opportunities documents with us so we can share them with partners
- Carhartt Swag
- Thank you for all you do!