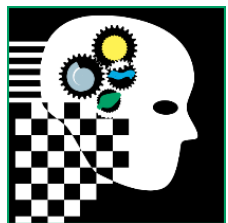
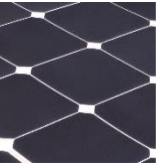


SOLAR CAR CONFERENCE | MARCH 20-22, 2015 | UNIVERSITY OF MICHIGAN

FINANCIAL PLANNING AND FUNDRAISING ROUNDTABLE

Wade Johanns
03/21/2015

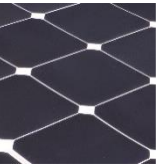




BASIC STEPS FOR FUNDING

What basic things should the team be doing?

1. Make a budget – include the value of items that can be donated
2. Keep a spreadsheet of all fundraising contacts – no such thing as too much detail
3. Use your non-profit status – pay no sales tax
4. Using your team/department/college/university alumni base – direct donations or contacts within companies
5. Contact local businesses large and small
6. Create donation incentives
7. Create a sponsorship document
8. Be involved on campus – go to campus events, offer your team/car, be seen on campus
9. Outreach, outreach, outreach
- 10. Update your websites and social media!**



FUNDING SOURCES

Where should teams look for grant funding?

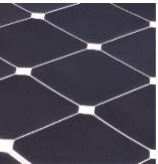
- University/College/Department/Student Government – possible conflicts
- State environmental/renewable agencies – direct contact, grant application
- Local businesses – direct contact
- National/Worldwide businesses – direct contact, grant application

Where can teams find individual donations?

- University foundation – direct donations to the team
- Individual or small business – adopting car parts (solar cells, battery modules, tires, drivers, ...), receive gift (Apparel, items with logo), crowdfunding

Where should teams look for in-kind donations?

- University/College/Department – equipment, tools, space
- Local businesses – services, products
- National/Worldwide businesses – services, products, software, samples; some have applications



FUNDRAISING TIPS

Grants

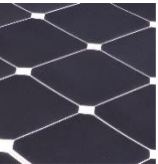
- Dig for the corporate foundation websites
- Know the application deadlines
- Have go-to information for applications – budget, goals, mission statement, funding sources
- If possible, get a sponsor/reference within the company – alumni or family
- Have a sponsorship document with different levels and benefits

Donations

- Keep a record of all contacts – send them updates and ask for more money
- Create incentives like apparel, name on website, gifts
- Be sure to take advantage of gift matching by the donors companies

In-kind donations

- Keep a record of contacts
- Keep an inventory of products
- Know when to give up and just buy it



FUTURE OF ASC

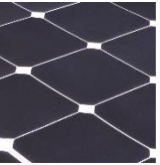
The future of the event depends on you

- We need more teams
- We need more teams to continually attend
- We need more teams to have success

How can you help today?

- Share experiences with budgets and fundraising
- Add insights into obtaining donations, grants, services, and products
- Give examples of difficulties or what is holding your team back
 - maybe we can provide guidance

We are all in this together



THANK YOU FOR COMING

Open for discussion...



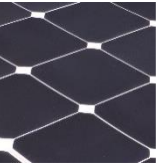
IDEAS

- Create a business/fundraising team
- Always look for more fundraising sources even when you think you have enough
- Corporate surplus sale
- Call local radio and newspapers when you are at a sponsors location – get them free publicity
- Talk to university about crowdfunding – restrictions from university, kickstarted doesn't give any money for underfunded campaigns, indiegogo allows you to keep percentage
- Financial advisory board of alumni – ask them to raise amounts, quarterly meetings, social media contacts, organized by chair of board
- Contact companies that you have had internships with
- Problems contacting companies with no familiarity with solarcar
 - Use foundation for initial contacts – industry engagement officer
 - Tracking what is talked about with cold calls
 - May need to coordinate with university industry group
 - Call on phone instead of email, use website to find engineering director or manager
 - Practice 1 minute pitch
- Motivate new team members to call
 - Practice calls, new team members sit in on calls
 - Plan a time that works with business hours, Tuesdays are a great day (maybe only in Canada)
- Become part of university phone-a-thon



IDEAS

- Getting recent alumni to donate is harder than older alumni
 - Keep contacting major donors, visit in person
- Postcards from races – handwritten by team members for older alumni
- 3D printed solar car, belt buckles made by team as incentives
- Create an endowment – financial stability
- How to stick to budget or calculate an accurate budget
 - Use old budgets to calculate accurate estimates
- Teams outside of university
- Get a specific contact in marketing dept at university to help with logo usage
- Finding space on campus – off campus storage of vehicles, local shops may have space
 - Possibly use department lab space – find a helpful professor contact
 - Contact individual building managers
- Promotional video
 - Student film group can help
 - Film program from other dept or university
 - Have camera in workspace
- Getting non-STEM students to participate
 - Make terrible advertisements for recruiting
 - Marketing clubs
 - Non-technical background educating them about what they are trying to sell
 - Prepared narrative about team



- **Credit for solarcar participation**
 - Project based semester courses
 - Capstone projects/ senior design
 - Research grant for solarcar related projects
- **University sustainability grants – submit proposal**
- **Technical teams have calling days for donations**
- **Do outreach events around state visiting sponsors and company events**