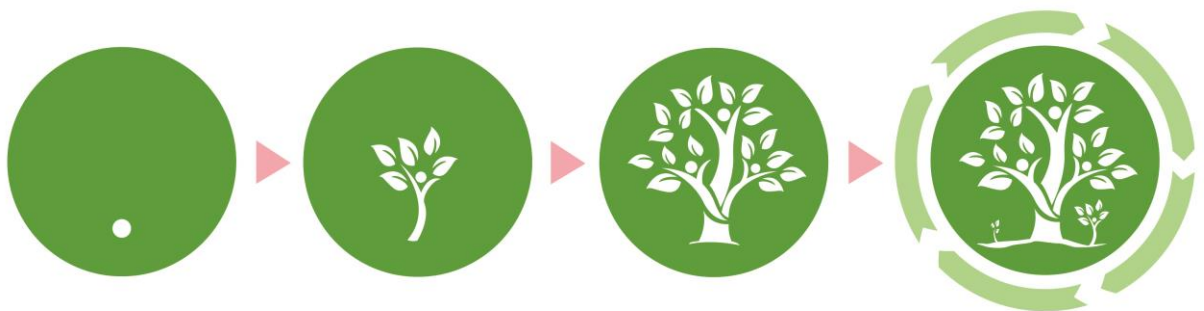


# Community Development Philanthropy

How We Can Help You Make a Difference!

September 2015



## Community Development Philanthropy

The concept of **Community Development Philanthropy** (CDP) is both simple and powerful. CDP is the intentional marriage of **community philanthropy** with **community economic development**. This concept has origins from two thought leaders – Rick Foster (formerly a Vice President at the W.K. Kellogg Foundation) and Janet Topolsky with the Aspen Institute’s Community Strategies Group. Over the recent two decades others have explored and refined this important development approach.

### Why We’re Here

The Center’s mission is to help communities build a prosperous future by supporting and empowering business, social and civic entrepreneurs. **Community Development Philanthropy** is one of the Center’s Solution Areas focusing on helping grow more prosperous communities and regions throughout North America. Our CDP team works with social and civic entrepreneurs, such as community foundations or economic development leaders, to build their capacity to harness philanthropic resources and use them strategically to sustain wealth building efforts over time. This collection of development resources is a powerful toolbox for community leaders to build a more prosperous future.

The Center creates value by bringing **empowering research and analysis** together with **effective community engagement** to advance **community-driven strategies for prosperity**.

#### Empowering Research and Analysis

Beginning with our first **Transfer of Wealth™ (TOW) Opportunity** study over a decade ago, we deliver research and analysis that empowers community foundations and other community leaders to understand their assets, including their TOW opportunity, and embrace locally-based philanthropy as a way of fueling community building efforts. TOW opportunity analysis can provide a community with a reasonable scenario of present and future philanthropic capacity. Our TOW work is used to effectively raise awareness and create motivation for communities to engage in community philanthropy and endowment building. To date, we have completed studies throughout the U.S. from metro places such as Los Angeles and Brooklyn to very rural places such as Chase County, Nebraska.

Through **Donor Opportunity Analysis**, the Center helps community foundations and nonprofits identify their community’s unique demographic and socio-economic characteristics in order to be strategic in donor development efforts. If the goal is to increase philanthropic giving, then the question of how a community is presently doing is reasonable. Our **Giveback Analysis** can provide a community with an idea of its current philanthropic giving as well as future donor attributes and giveback potential. Generational research is helping foundations and communities better identify and understand where giveback, donor and volunteer potential might be the highest. By understanding these factors, community foundations can develop an effective strategy that is data driven—addressing future opportunities and challenges. Our **Generational Analysis** is being used by



communities to better understand how they are changing as Baby Boomers retire and Millennials assume community leadership. This research, used in combination with TOW, can deepen understanding and stimulate action. This goes hand in hand with further analysis which can provide communities with a prospective idea of how their community is changing, who future potential donors might be, how to engage them in philanthropic activities now and how to strategically cultivate higher capacity donors.

Communities are often dynamic, experiencing rapid change. Our [Understanding Your Community Analysis](#) is being used to better understand demographic, civic, social and economic change. Our [Nonprofit Analysis](#) can help communities better understand their existing philanthropic sector and empower collective efforts to promote community philanthropy.

**Two Experiences.** Our learning and insights into Community Development Philanthropy are shaped by pioneering work throughout North America. With respect to donor development, we have particularly benefited from the work of the Nebraska Community Foundation and the South Dakota Community Foundation. Both of these foundations are innovators and leaders in community affiliation with host community foundations. These two foundations have extensive community affiliate funds serving historically under-served, smaller, more isolated rural communities. They have demonstrated that they can energize legacy giving in such communities and empower significant endowment growth over time. The following comparison highlights their promising practices:

Nebraska Community Foundation	South Dakota Community Foundation
<p>Jeff Yost and his team at NCF were the first to use transfer of wealth research to motivate community leaders to pursue legacy giving and endowment building. TOW is a central strategy element in work with communities. NCF has been resourceful in procuring and providing field staff to work with communities and provide planned giving services. Nebraska is a vast state geographically and NCF has been highly effective with limited staffing. Jeff Yost has used a very simple technique of story capture on donors, communities and impacts to document progress and motivate behavior. Story capture by local papers, reproduced and shared, has proved a sound tactic. NCF has used mentors from successful communities to work with newer communities. Complimenting this approach is the use of sharing events regionally and at the annual meeting that allow communities to share experience and best practices. <a href="#">READ</a> the report.</p>	<p>Bob Sutton, former CEO and President of the SDCF, was also an early pioneer in the use of TOW analysis. He used this research to target more rural and under-served communities. His approach was simple and direct: meet with a group of local leaders, share the TOW opportunity and secure a commitment to affiliate and pursue endowment building. His approach was more direct when compared to NCF and focused on a select group of smaller communities and an endowment building strategy. When a community committed, Bob would commit to come back and work with targeted legacy donors. Over five years this approach realized over \$50 million in new permanent endowments rooted in South Dakota’s most rural and smallest communities. A key to Bob’s success was his understanding of land and real estate wealth in rural South Dakota. <a href="#">HEAR</a> Bob.</p>

**[Effective Community Engagement](#)**

Creating prosperity is not a job for a single organization or community foundation. Our CDP Community Engagement Framework can help Foundations develop or fine-tune an affiliate strategy and learn from promising development strategies. For over 20 years, work in places as diverse as Nebraska, Appalachian Ohio, South Dakota, the Panhandle of Texas, and the Paradox Region of Colorado confirms that effective community engagement is the central component of building the capacity to envision, create and sustain strategies for



prosperity. Our highly effective marketing portfolios, toolkits, and consulting services support the Center's critically acclaimed research. These resources will strengthen efforts to increase endowed giving, engage a diverse group of leaders, and stimulate community investment. We have a comprehensive [communications package](#) that will help your foundation develop a well-planned marketing and communications strategy to start conversations and create breakthrough opportunities around the TOW research. We have also created a [TOW Toolkit](#) to help foundation leaders present the TOW opportunity analysis to board and community leaders and to begin the tough but important conversations about capturing and investing wealth for the future. The core goal of Community Development Philanthropy is to optimize transfer of wealth opportunity through increased community giveback and use those funds to advance wealth building opportunities and community prosperity. Our CDP Library contains over 1,000 resources that can be used by host foundations to envision, design and grow an affiliates' initiative. Check out our [Guide](#).

Through our recent partnership with Aspen Institute's Community Strategies Group focused on [Advancing Community Development Philanthropy](#), we can help community foundations develop community affiliate strategies including assistance with community engagement. We can help communities and community foundations undertake strategic planning ranging from single-day retreats to more engaged strategic planning processes. We offer a comprehensive framework and process for community foundations wishing to grow community and organization affiliates.

### [Community-Driven Strategies for Prosperity](#)

From our deep, legacy work in entrepreneur-focused economic development to more recent work with the WealthWorks framework, the Center empowers communities to discover their own development solutions by offering a roadmap for crafting wealth-building strategies. Supporting area entrepreneurs is one of the most effective community-rooted prosperity strategies. We have a comprehensive set of [Entrepreneurial Community Resources](#) available to communities and regions including our new [book](#), our online [e2 University](#) resources, professional training webinars and intensive community-based talks, workshops and institutes. These resources can help communities design and implement a more effective economic development strategy and achieve greater community impact by moving forward in a smarter and more aggressive way.

[WealthWorks](#) is an initiative focused on empowering economic opportunity in neighborhoods, communities and regions, especially those of chronic and severe poverty. In partnership with the WealthWorks community, we can help communities explore this development framework, create development strategies and support implementation.

The Center offers a wide range of resources related to addressing the challenge of eroding entrepreneurial talent in communities and the opportunity focused on youth engagement, entrepreneurial attraction and community capacity building through a program called [HomeTown Competitiveness](#)<sup>®</sup>.

*There is a powerful connection between the Center's work and community foundations. Many community foundations have the mission-driven commitment and capacity to create regional strategies for community-centered philanthropy. Because of this powerful alignment of missions, the Center is focused on working with individual community foundations and their regional, state and national associations to create awareness, promote solutions and support mission fulfillment.*

### Growing Income and Wealth Inequality

Our current U.S. economy is resulting in increased income and wealth inequality. There is rising concern and attention as the effects of this trend are becoming more apparent. Another solution area at the Center focuses on entrepreneur-focused economic development – our Entrepreneurial Communities (e2) area. This approach to economic development provides an important strategy for growing not only more prosperous communities, but ones with greater income and wealth equality.

## Our National Resource Network

The Center is a small organization. We achieve scale through our **CDP National Resource Network**. This approach allows us to be collaborative with the best possible expertise and resources in the field of Community Development Philanthropy. Key CDP Network partners include:

### Aspen Institute Community Strategies Group

We have forged a strategic partnership with Janet Topolsky and her team with the [Aspen Institute Community Strategies Group](#). We are currently collaborating on a number of efforts ranging from [WealthWorks](#) to community field work in the South Plains of West Texas (Lubbock Area Foundation). The CSG has a remarkable network of resources, experts and experience.

### Donnell Mersereau

Donnell Mersereau is a national thought leader in community philanthropy and community foundations. Donnell was formerly VP of Community Foundations with the Council of Michigan Foundations and is now an independent consultant with philanthropic groups across the country such as the Florida Philanthropic Network. Donnell is a consultant and team member with the Center's CDP team. Like CSG, Donnell has a rich network nationally and internationally.

### Questions & More Information

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There are many more resources available free of charge through the Center's web site at [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org) beyond those hyperlinked in this document. More engaged and customizable assistance is available through funded agreements.

**The Center for Rural Entrepreneurship's** mission is to help community leaders build a prosperous future by supporting and empowering business, social and civic entrepreneurs. With our roots and hearts in rural America, we help communities of all sizes and interests by bringing *empowering research* together with *effective community engagement* to advance *community-driven strategies* for prosperity.

Our **Solution Area Teams** empower community leaders to find their own answers to the economic development challenges and opportunities they face:

- **Community Development Philanthropy** provides effective strategies to build local philanthropic capacity and generate development resources.
- **New Generation Partnerships** provides a framework for engaging young people now and attracting them in the future.
- **Entrepreneurial Communities** provides a roadmap for designing and delivering entrepreneurship strategies that work.

For tools and resources, visit the departments in e2 University at <http://www.energizingentrepreneurs.org/library/e2university.html>.

To learn more about the Center, go to [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org).

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