

Welcome! *Creating Talking Points to Make Your Case for Fundraising*

In the “Chat” box, tell us:

Your name and which Main
Street Program you
represent



Webinar

Creating Talking Points to Make Your Case for Fundraising

Presented by Mary Sumners
Vice President



About



KENNARI
CONSULTING

Our Mission

To change the face of **philanthropy**, moving nonprofits of all sizes to **greater capacity** and **meaningful impact** within the communities they serve.

Services in:

- Partnership Consulting in campaigns, annual giving, and grants
- Select Services in Events, Board Development, Grants tools, and Campaign Readiness
- Educational Tools & Resources through Fundkit

Introduction

Mary Sumners

Vice President, Kennari Consulting

Experience

- *25 Years in Fundraising, 11 at Kennari*
- *Partnering with Michigan Main Street Programs since 2022*





Housekeeping

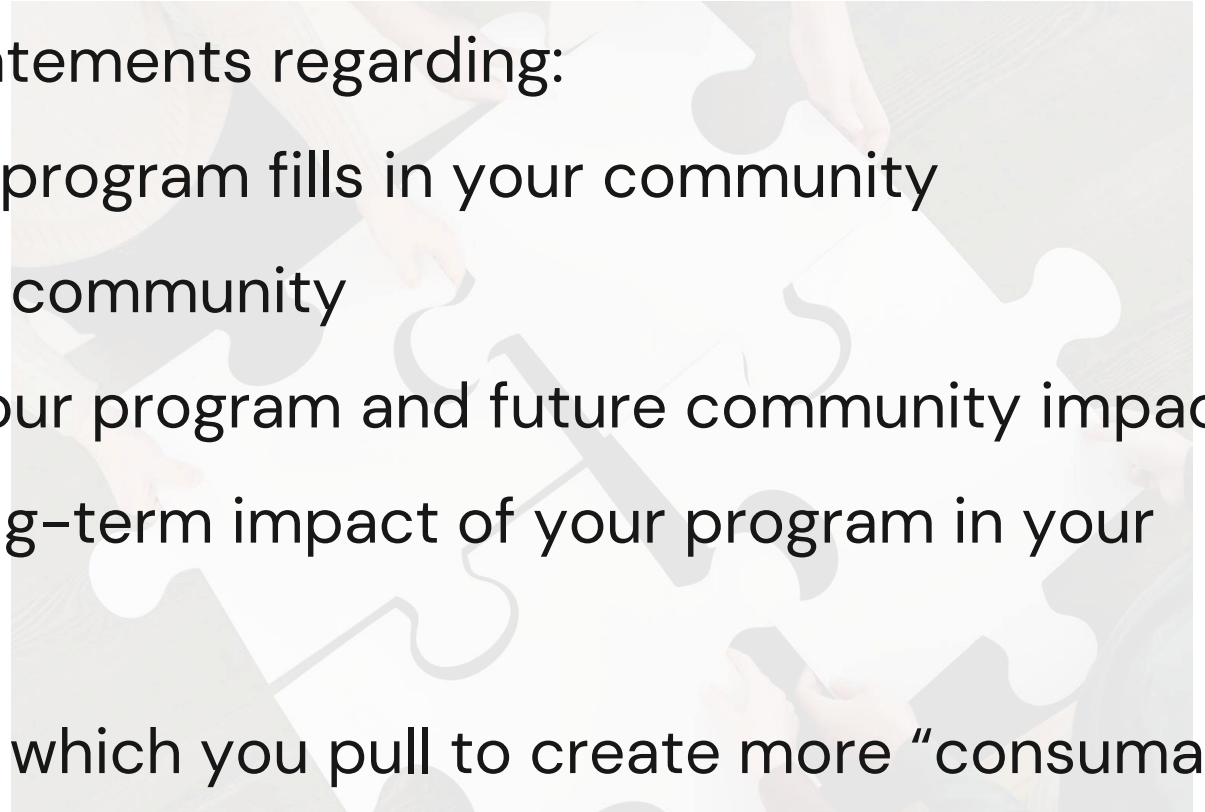
- A recording of the presentation, slides, and any other associated recap materials will be distributed via email after the presentation.
- We will take questions throughout the presentation through the Chat box – feel free to also ‘un-mute’ yourself!

A photograph showing several people's hands placing large white puzzle pieces onto a dark wooden table. The puzzle pieces are interlocking and form a larger shape. A red banner with white text is overlaid on the image.

Making Your Case

A Strong Case for Support

- Includes clear and compelling statements regarding:
 - The demonstrated need your program fills in your community
 - Your history of impact in your community
 - Your vision for the future of your program and future community impact
- Cites relevant data about the long-term impact of your program in your community
- Serves as a base document from which you pull to create more “consumable” pieces



Building a Main Street Program Case

Your case should also include a description of what the Main Street Program is and why your community is part of the Michigan Main Street Program as part of the description of the need

You might need to clarify the specific relationship your Program has with the city, DDA, or other economic development entity you are engaging with

Main Street Programs should use data points that help the reader understand why your Main Street Program is the best organization to address the particular needs of your community

Utilizing Main Street Program Language

The Main Street approach drives growth with four key areas: Economic Vitality, Design, Promotion, and Organization, ensuring balanced and sustainable revitalization.

- We focus on Economic Vitality by supporting local businesses, promoting entrepreneurship, and driving property development with strategic financial incentives.
- The Main Street Approach focuses on Design Excellence to make the district more appealing and inviting through building improvements, cohesive signage, and welcoming public spaces.
- Community-Centric Promotion is key, as we host events, launch marketing initiatives, and build partnerships to showcase the district's unique charm and draw visitors.
- A Strong Organizational Framework underpins the approach, creating robust partnerships, engaging volunteers, and securing sustainable funding for long-term success.

Making it Personal for Your Audience

What makes your community special?

What role does your program play in
creating community where you live?

Who benefits from your work
directly? Indirectly?

What examples can you point to that
show your impact?



Case for Support vs. Talking Points

Nonprofit Organizational Case for Support

- Used as a framework for written communications and grant proposals
- Language is not segmented for different audiences
- Stays relatively consistent over time

Talking Points

- Provide staff, board, and other volunteers with specific discussion points in both written and verbal conversation
- Language is segmented toward multiple different potential audiences
- Can easily be regularly updated as new data/impact/projects are identified

Defining Main Street Audiences

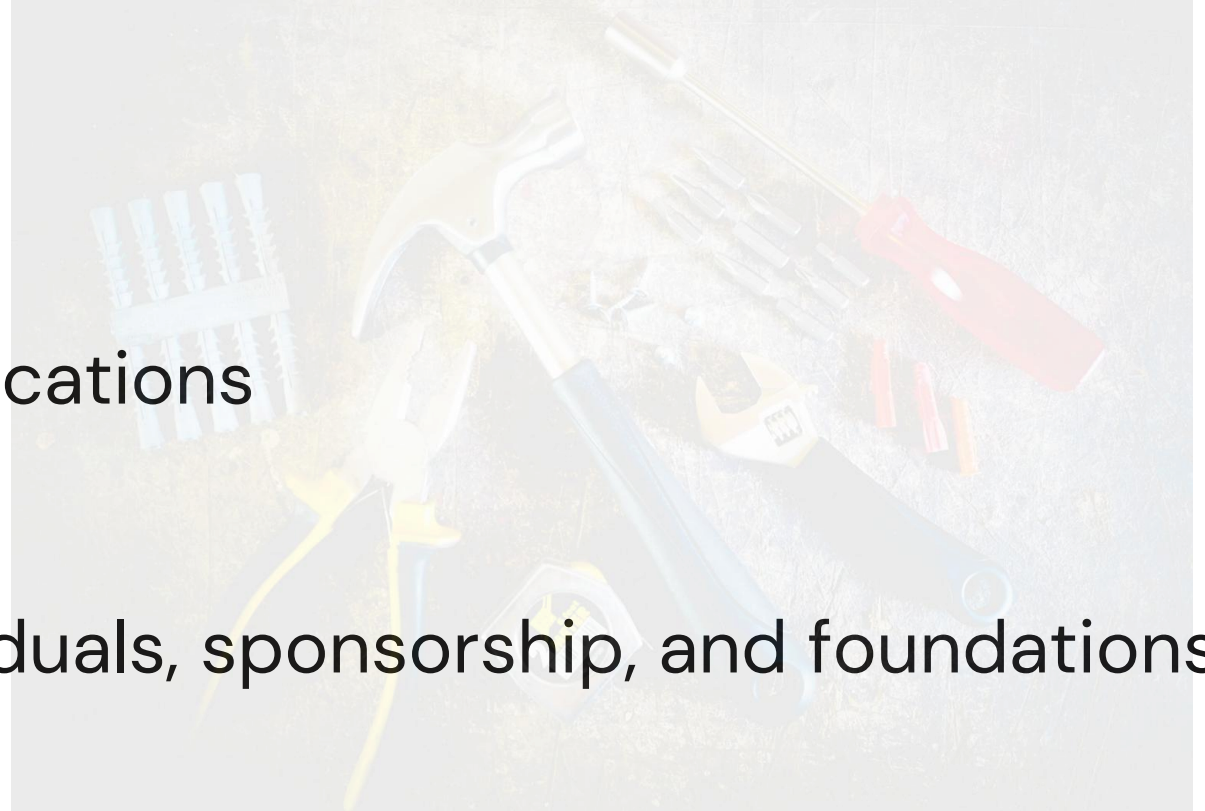
Identify your potential audience – what segments would you create for your talking points?

What kinds of points would be the same for all of your segments?

How to Use Your Case Talking Points

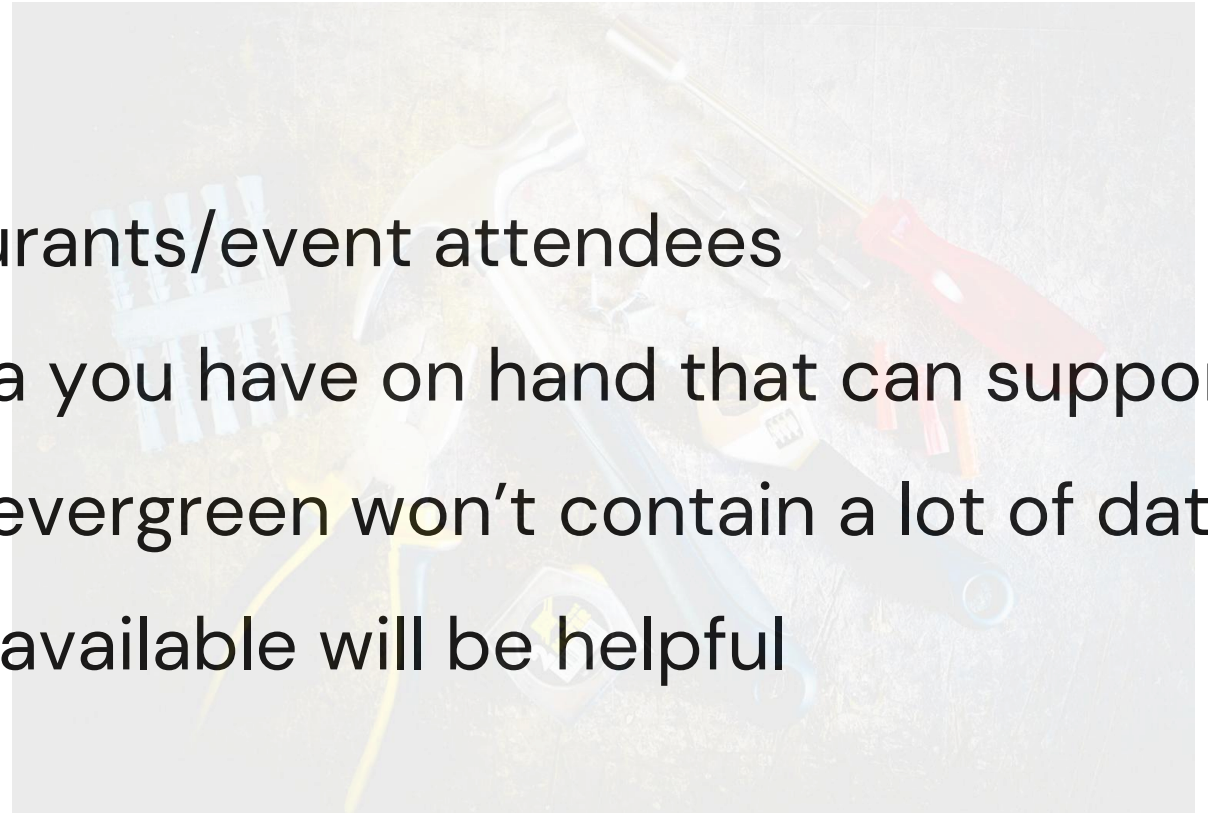
- Website landing pages
- Social media posts
- Email newsletters/communications
- Print newsletters
- Solicitation requests (individuals, sponsorship, and foundations)

(Continued on next slide)



How to Use Your Case Talking Points

- Signage at events
- Postcard for retailers/restaurants/event attendees
- Identify what additional data you have on hand that can support the case – it's meant to be evergreen won't contain a lot of data – but having that information available will be helpful

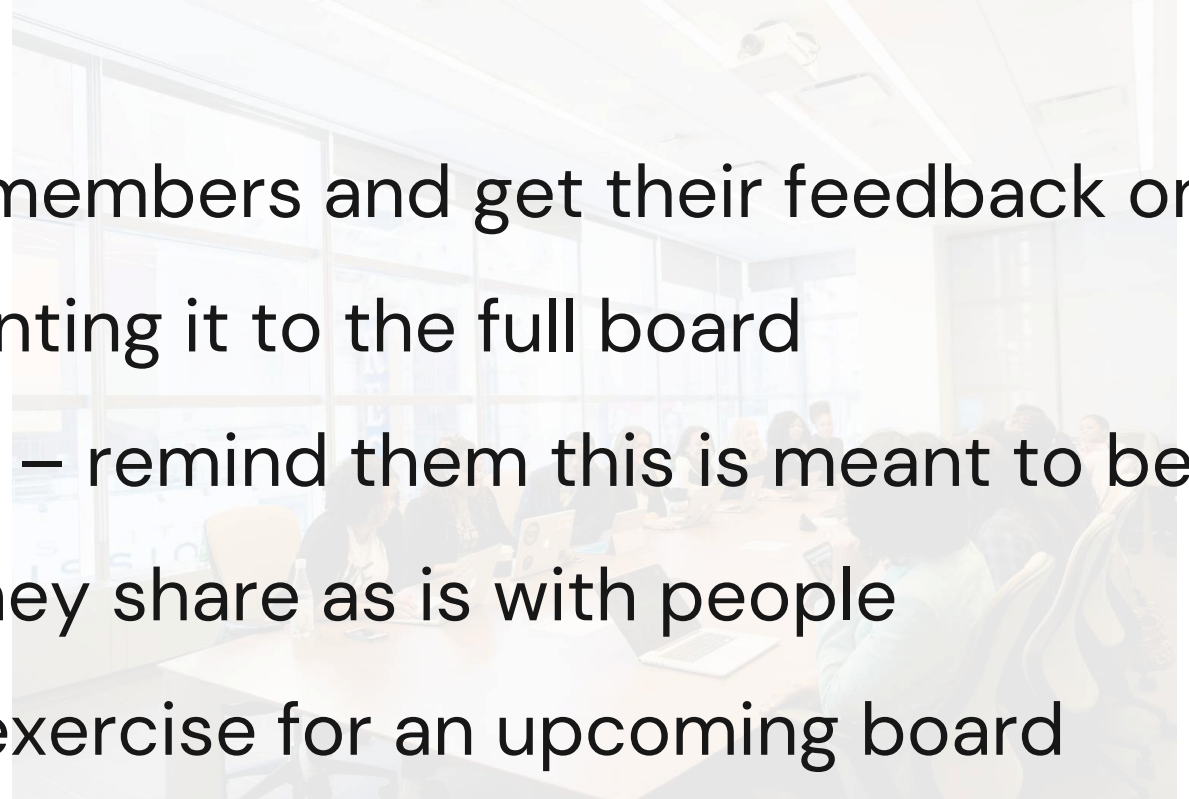


Engaging the Board



Engaging the Board

- Connect with a few board members and get their feedback on the final draft before presenting it to the full board
- Share it once it's completed – remind them this is meant to be a base and not a document they share as is with people
- Schedule an elevator pitch exercise for an upcoming board meeting, sharing the case talking points and data ahead of time





Q & A

Mary Sumners

Vice President, Kennari Consulting

mary@kennariconsulting.com

616-450-5633

Next Webinar

Laura Kruisenga, Kennari CEO, presents
“Developing an Annual Giving
Campaign”

Wednesday, August 27, 2025

11 am – 12 pm

