GIVE MIAMI DAY 11.20.25

Capacity + Community Building Sessions

Nonprofit Board Member Session

October 23, 2025

Frederick A. DeLuca
FOUNDATION

All **Give Miami Day** capacity-building opportunities are generously supported by **The Frederick A. DeLuca Foundation**.

THE MIAMI FOUNDATION

Give Miami Day is proudly brought to you by **The Miami Foundation**.

GOALS FOR TODAY

GIVE MIAMI DAY 11.20.25 | Capacity and Community Building Sessions

Raise More Dollars!

- **Meeting the Moment:** our Miami nonprofit sector + your essential role
- **Give Miami Day:** a vehicle to raise flexible dollars for your nonprofit
- **Intro Fundraising Class**
- **Masterclass in Fundraising**
- **What's Next?** Tools, resources, and events to support you

Meeting This Moment

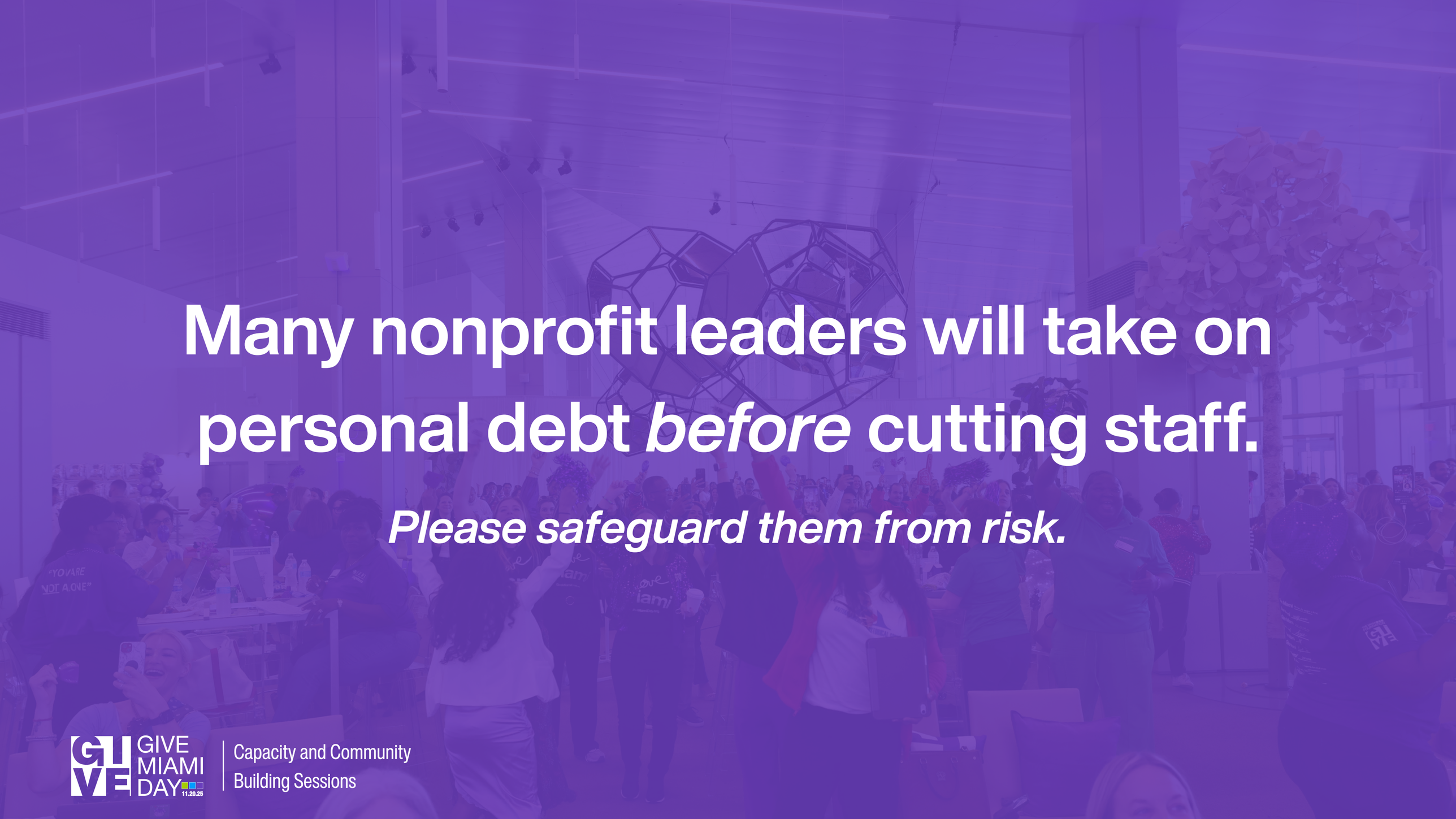






GIVE MIAMI DAY 11.20.25

Capacity and Community Building Sessions



Many nonprofit leaders will take on personal debt *before* cutting staff.

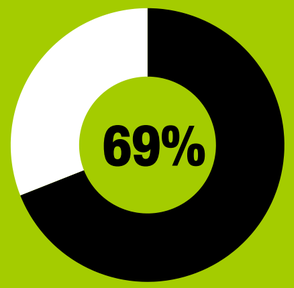
Please safeguard them from risk.

GIVE MIAMI DAY 11.20.25

Capacity and Community Building Sessions

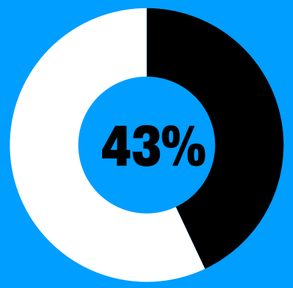
A Look at Nonprofit Needs

Fundraising, like in previous years, continues to be a top priority for 76% of organizations. Within this category, four main themes emerged:



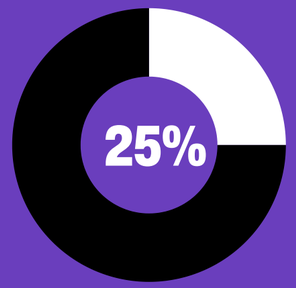
Diversified Funding

69% selected the need for new sources of funding and increased donor connections



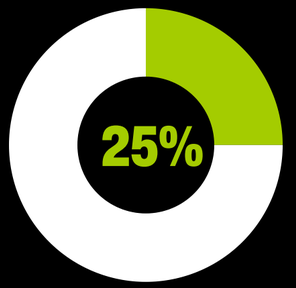
Unrestricted Funding

43% (up 2x from 2023) seek flexible funds to adapt to evolving community needs



Grant Writing Expertise

25% need dedicated personnel to secure grants

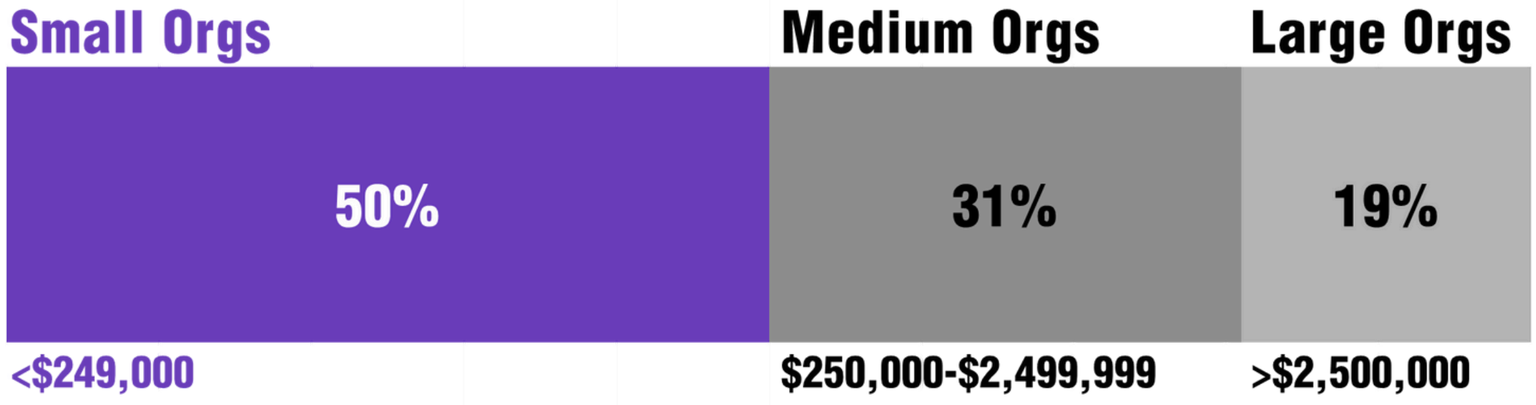


Endowment

25% need operating reserves or do not have an endowment

2024 Nonprofit Fiscal Health

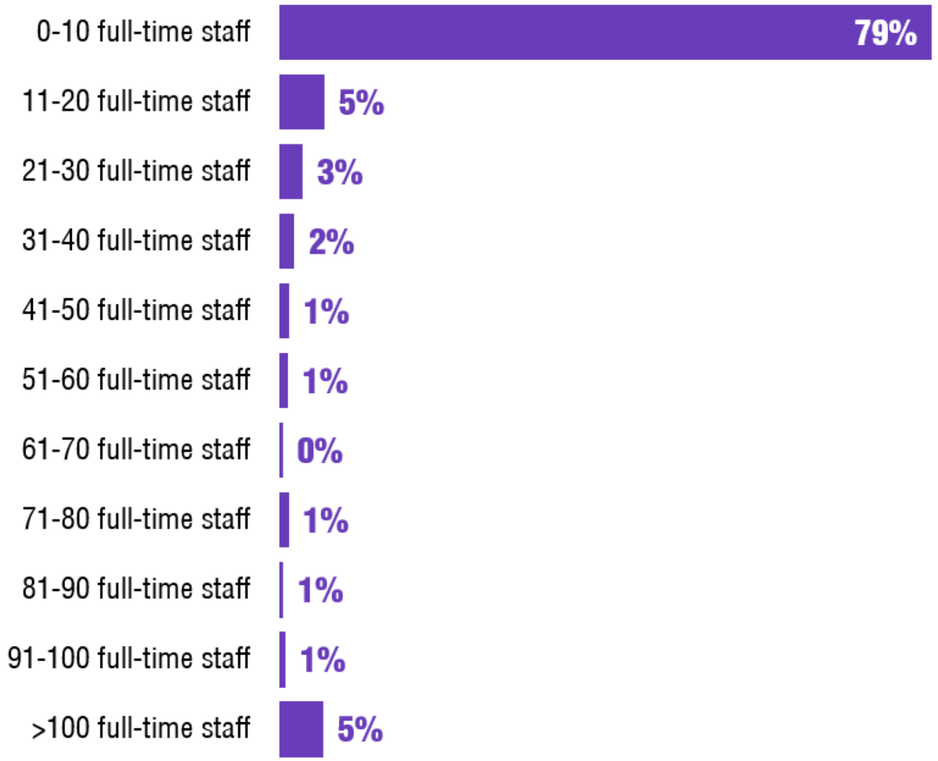
Miami's Nonprofit Budget Sizes



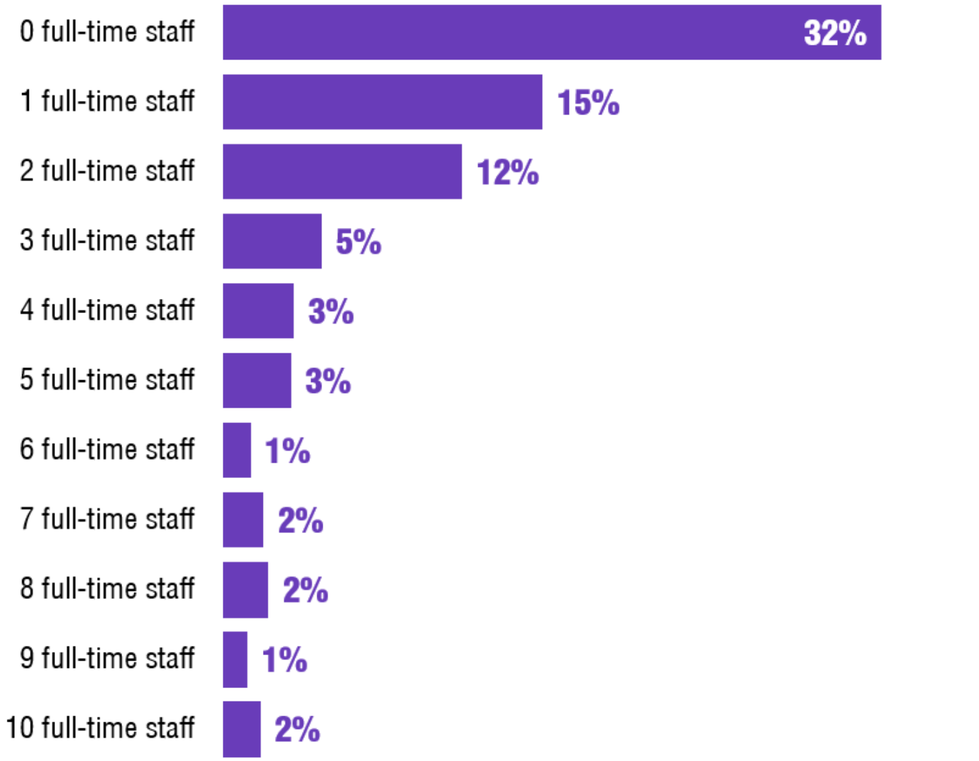
Half of participating organizations have a small **annual operating budget of less than $250,000.**

Staffing Levels Across Nonprofits

In 2024, over three-quarters of participating organizations had ten or fewer full-time staff.

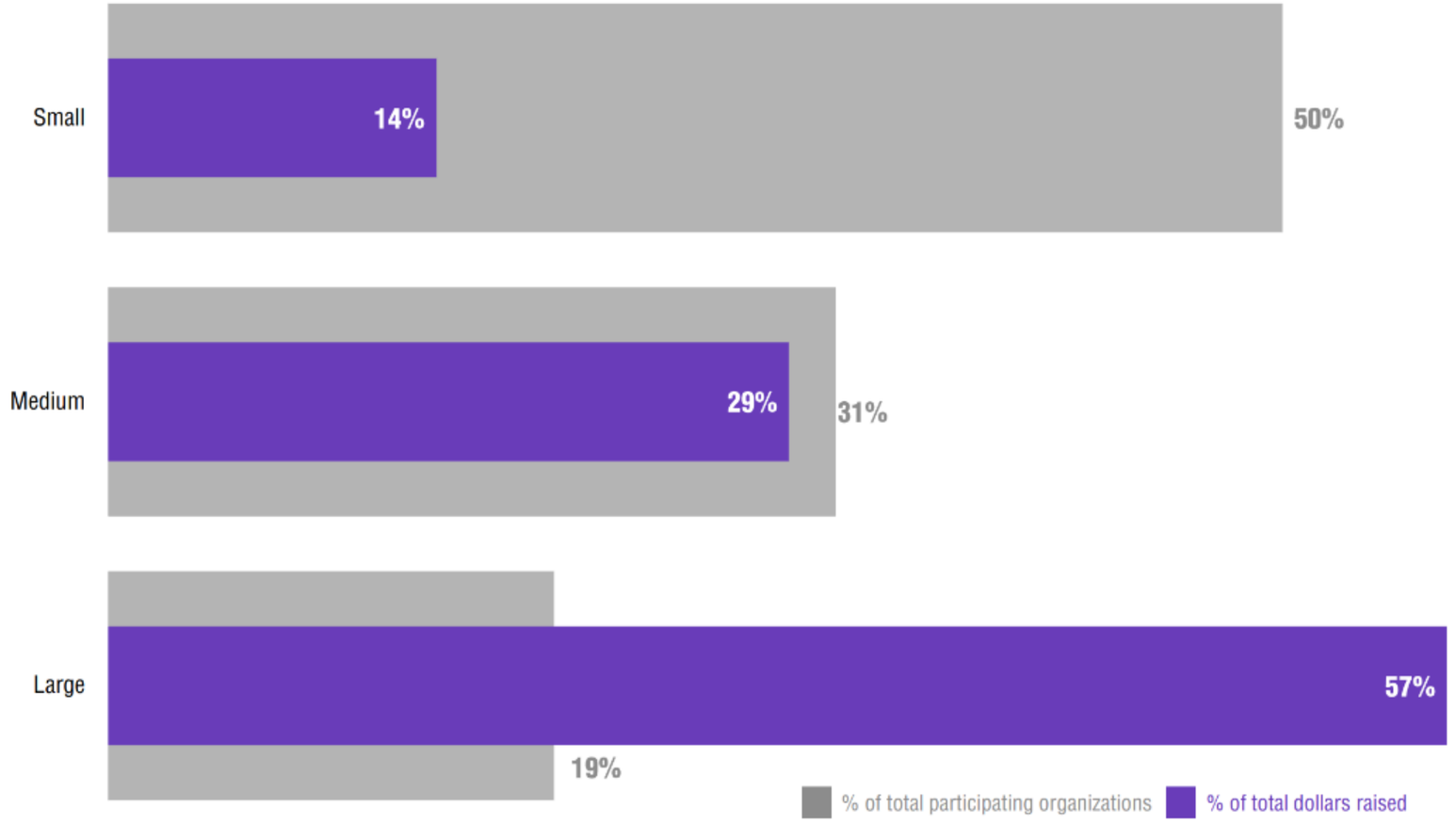


In fact, 32% of the 1,276 participating organizations reported having no full-time staff.



Giving Trends by Nonprofit Size

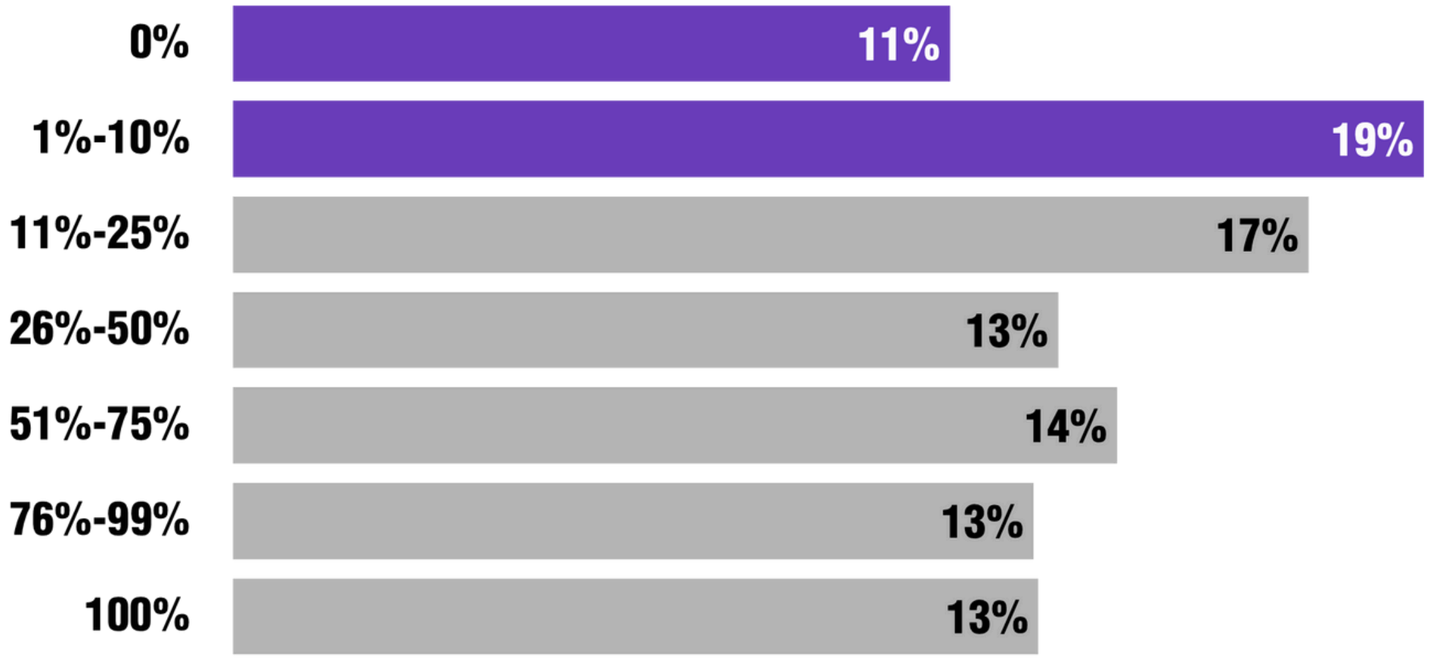
Half of participating nonprofits are small, but they raise just 14% of Give Miami Day dollars. Large organizations make up less than one-fifth of participants yet bring in more than half of all funds raised.



2024 Nonprofit Fiscal Health

30% of organizations have almost no flexibility in their budgets. They can spend 10% of their dollars or fewer in the way they think best serves the community.

Limited Flexibility in Spending



The Vital Case for Flexible Dollars



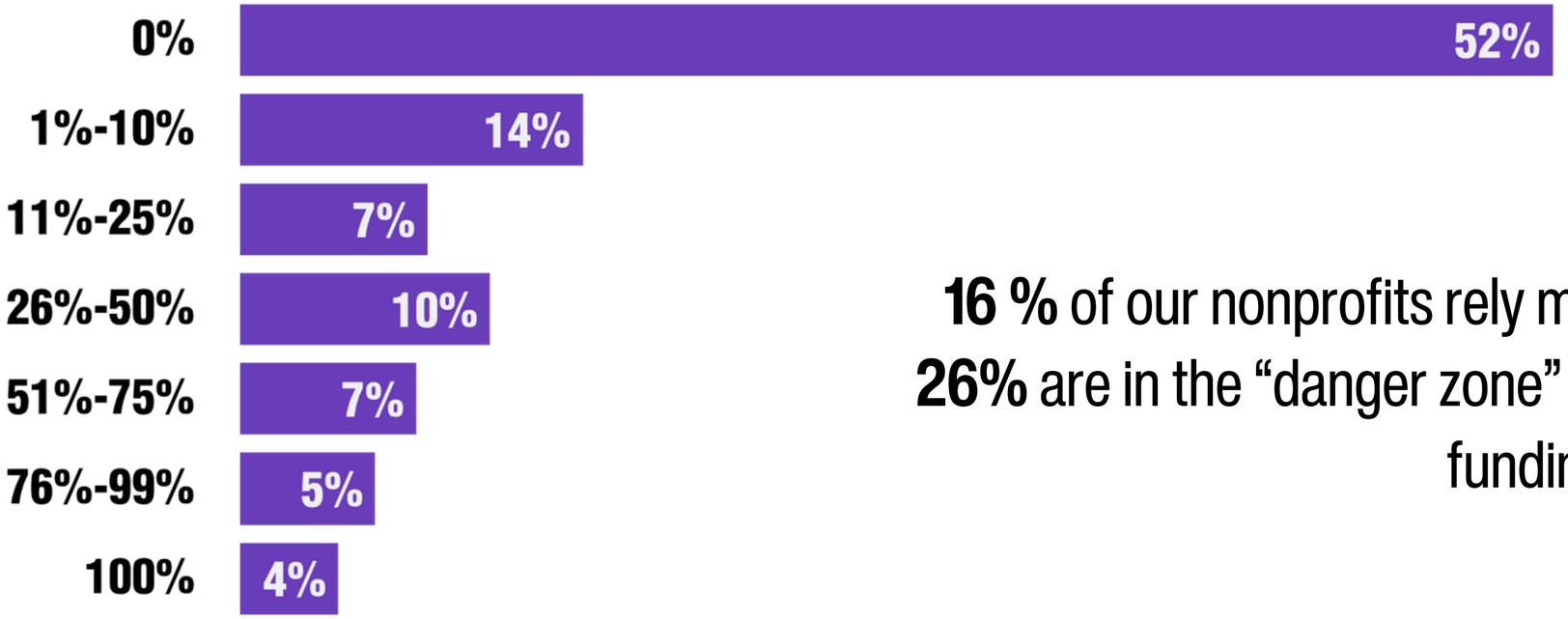
On average, orgs have **less than 6 months of cash reserves**

Small organizations have 5 months of reserves..

The Vital Case for Flexible Dollars

What percentage of your funding is reimbursement-only?

Reimbursement Funding for our Nonprofits



16 % of our nonprofits rely mostly on reimbursement funding.
26% are in the “danger zone” with more than a quarter of their funding coming from reimbursements.

Why do we host Give Miami Day?

Inspire belonging and mass generosity

Fuel a stronger nonprofit ecosystem

Raise Serious Dollars

GIVE MIAMI DAY ISSUE AREAS



Education & Youth



Arts & Culture



Health & Wellness



Environment



Animals



Human Rights, Advocacy, & Civic Engagement



Economic & Community Development



Faith-Based

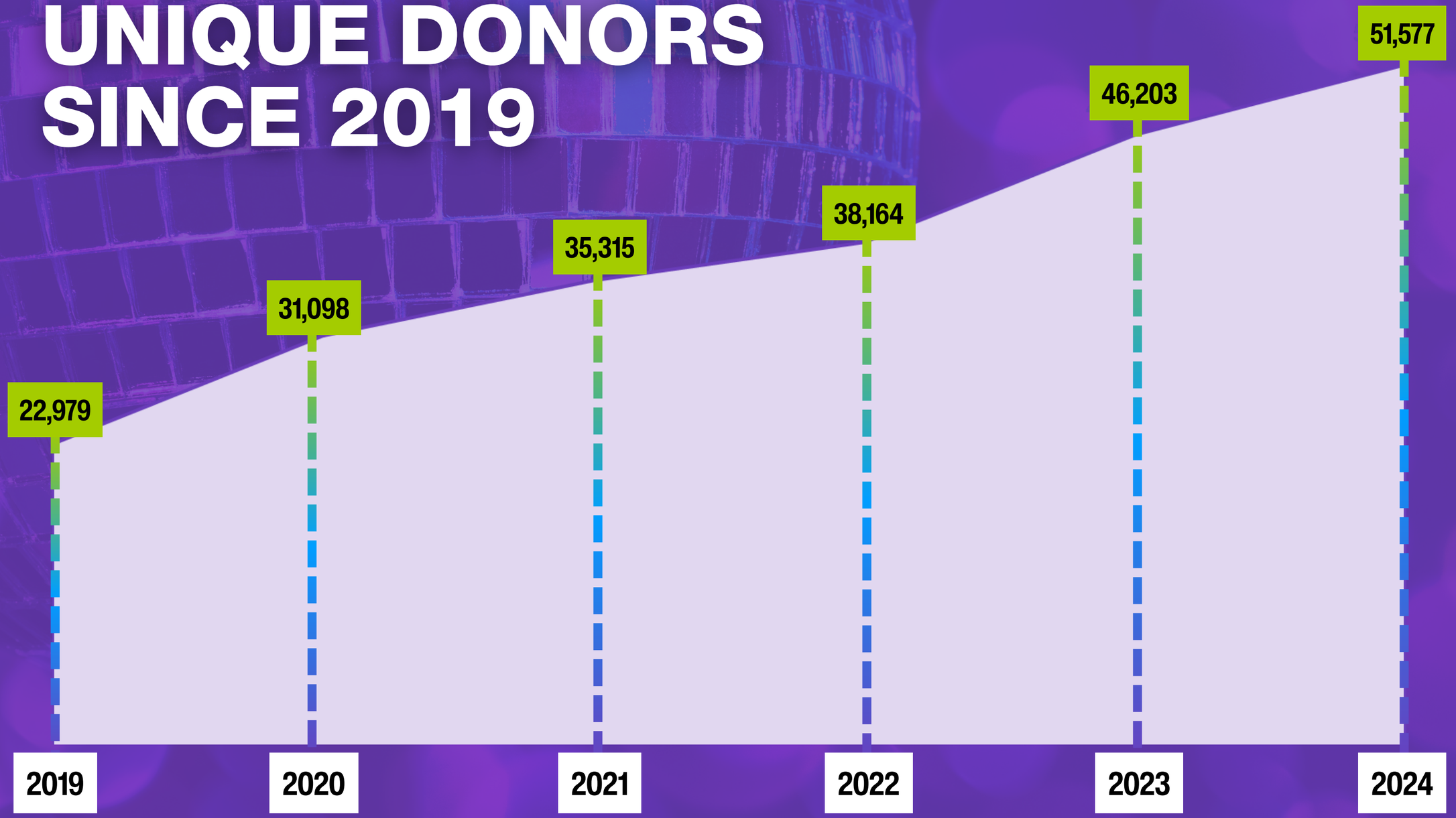


Community Care



Inclusion & Accessibility

UNIQUE DONORS SINCE 2019



This brings us to YOU!



Nonprofit Board Responsibilities

- Select CEO
- Support & Evaluate CEO
- Ensure Effective Planning & Strategy
- Monitor & Strengthen Programs & Services
- Ensure Adequate Financial Resources
- Provide Financial Oversight
- Ensure Legal & Ethical Integrity
- Enhance the Organization's Public Standing

LEGAL STUFF

Prudent Person Standard

The standard requires each trustee to act with reasonable care, skill, and caution--as a prudent person would do.

What if something goes wrong?

Voice your concern

Ensure there is D&O insurance


QUESTIONS?



Intro Fundraising Class

MINDSET SHIFTS

ONE WAY EXCHANGE >>> TWO WAY EXCHANGE

SCARCITY MINDSET >>> RINGLEADER MINDSET

SOLICIT FUNDERS >>> RECRUIT INVESTORS

PROGRAM LEADER >>> TRANSFORMATIVE LEADER

ENTITLEMENT >>> GRATITUDE

8 Ways Boards Can Help Fundraise

Come to a pitch meeting with the CEO

Send a tee up/ lay up email before or after CEO has a pitch meeting

Offer a challenge grant they can use

Host an intimate dinner with new friends

Join a site visit with new constituents

Attend a group dinner & make an ask / offer / challenge at the event

Thank existing donors & encourage them to stay engaged

Bring a colleague to an event



Masterclass in Fundraising



Today…
you're not here as donors —
you're here as fundraisers.

Extended metaphor..... Be a good date.

1. Dates aren’t transactional. And a gift is the beginning of the relationship. Not the end.

2. It is highly presumptuous to expect a gift on the first date.

3. Sometimes it's better to walk away.

4. Sometimes investors want you to kiss and tell. Others do not. Make sure you know.

5. Be the best partner they've ever had. If you're lucky, they might introduce you to their friends.

WHAT SCARES YOU?

FEED YOUR DONORS

IT'S A VALUES EXCHANGE

FOOD ON THE MENU:

- MEANING
- VISIBILITY
- IMPACT ON COMMUNITY
- ACCESS
- REPUTATION
- GUILT/DUTY

- The Pre-Ask
- The Champion
- The Giving Pyramid
- The Brainstorm
- The Upgrade
- The Challenge Grant
- The Closer
- The Dialing for Dollars

THE 8 ASKS

NONPROFIT BOARD HIGHLIGHT

Ari Sernik

Fútbol Con Corazón



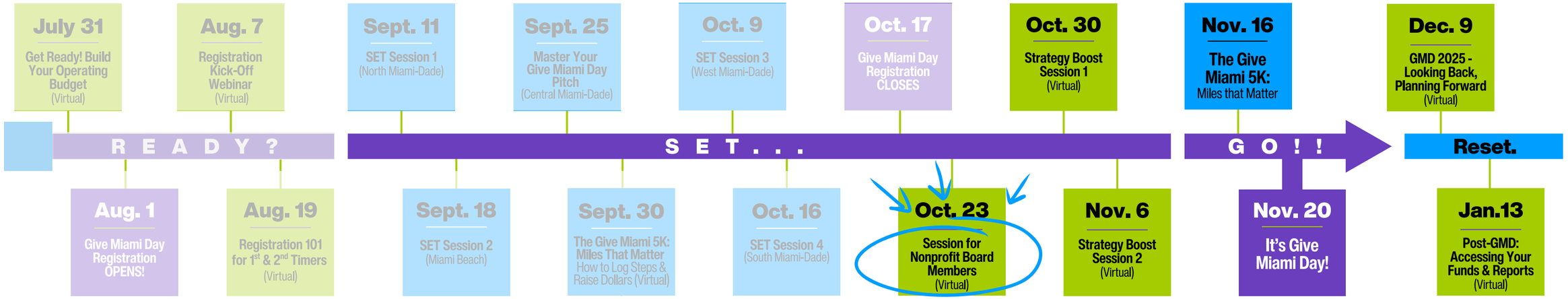

QUESTIONS?

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Next Steps & Reminders

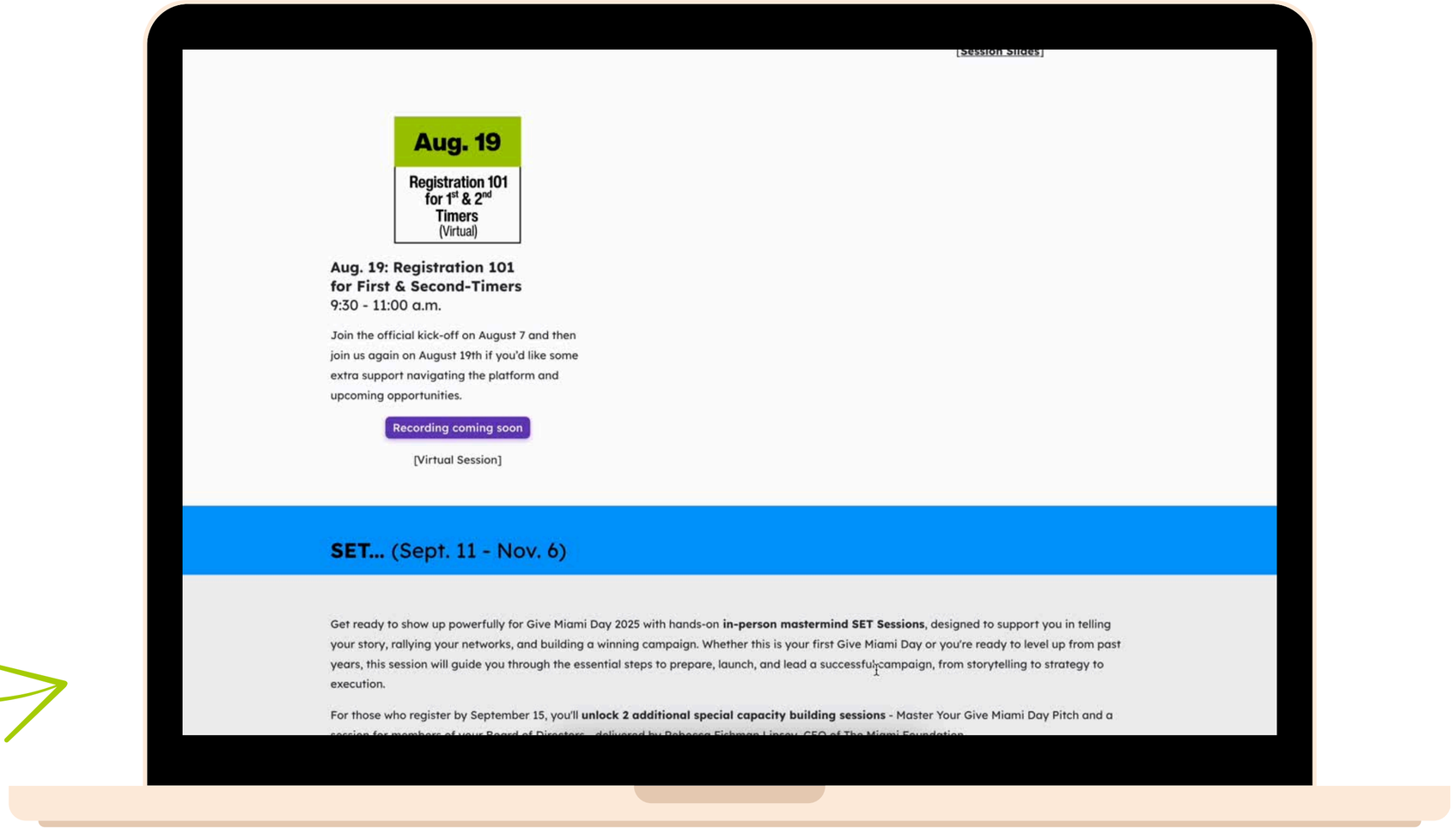


Thank YOU for BEING here today!



Get familiar with the Resource Hub.
Refer back to it when you need tips and tricks!

www.givemiamiday.org/p/hub



PEER-TO-PEER CAMPAIGNS

What It Is

- A fundraising tool that lets supporters (like board members!) create their own pages to raise money on behalf of an organization.
- Each person shares their personal link with friends, family, and colleagues — expanding reach beyond usual donors.

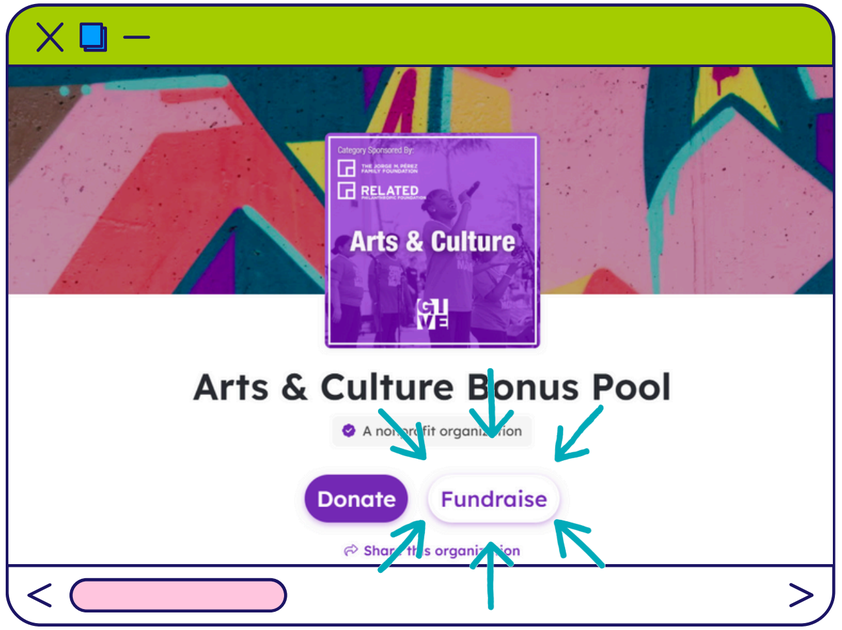
Why It Matters

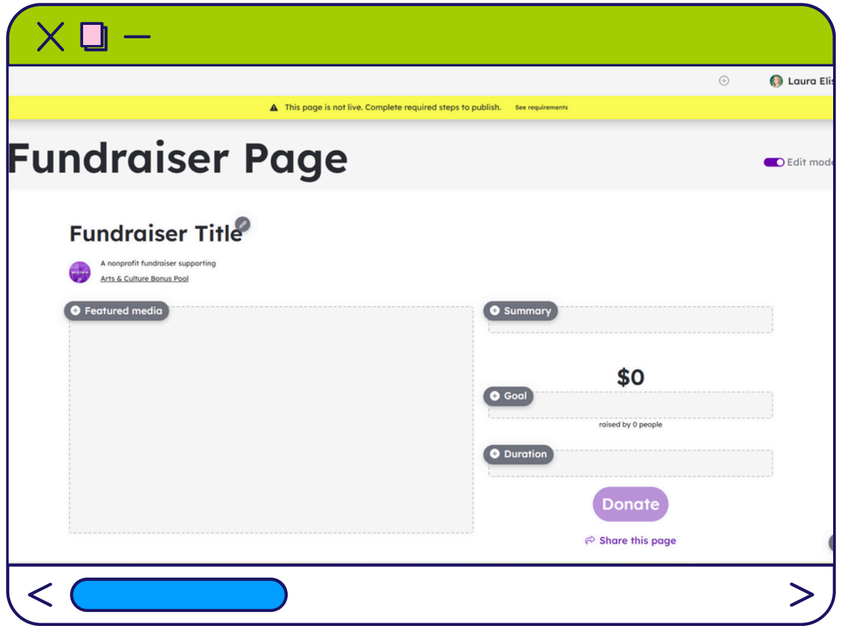
- Builds community-driven support for a mission.
- Helps board members become active ambassadors.
- Increases visibility and donations through personal storytelling.

HOW TO CREATE A PEER-TO-PEER CAMPAIGN

1. Visit givemiamiday.org and select the organization you want to support through fundraising.

2. Select the Fundraise button. At this point you will either need to sign in or create an account.

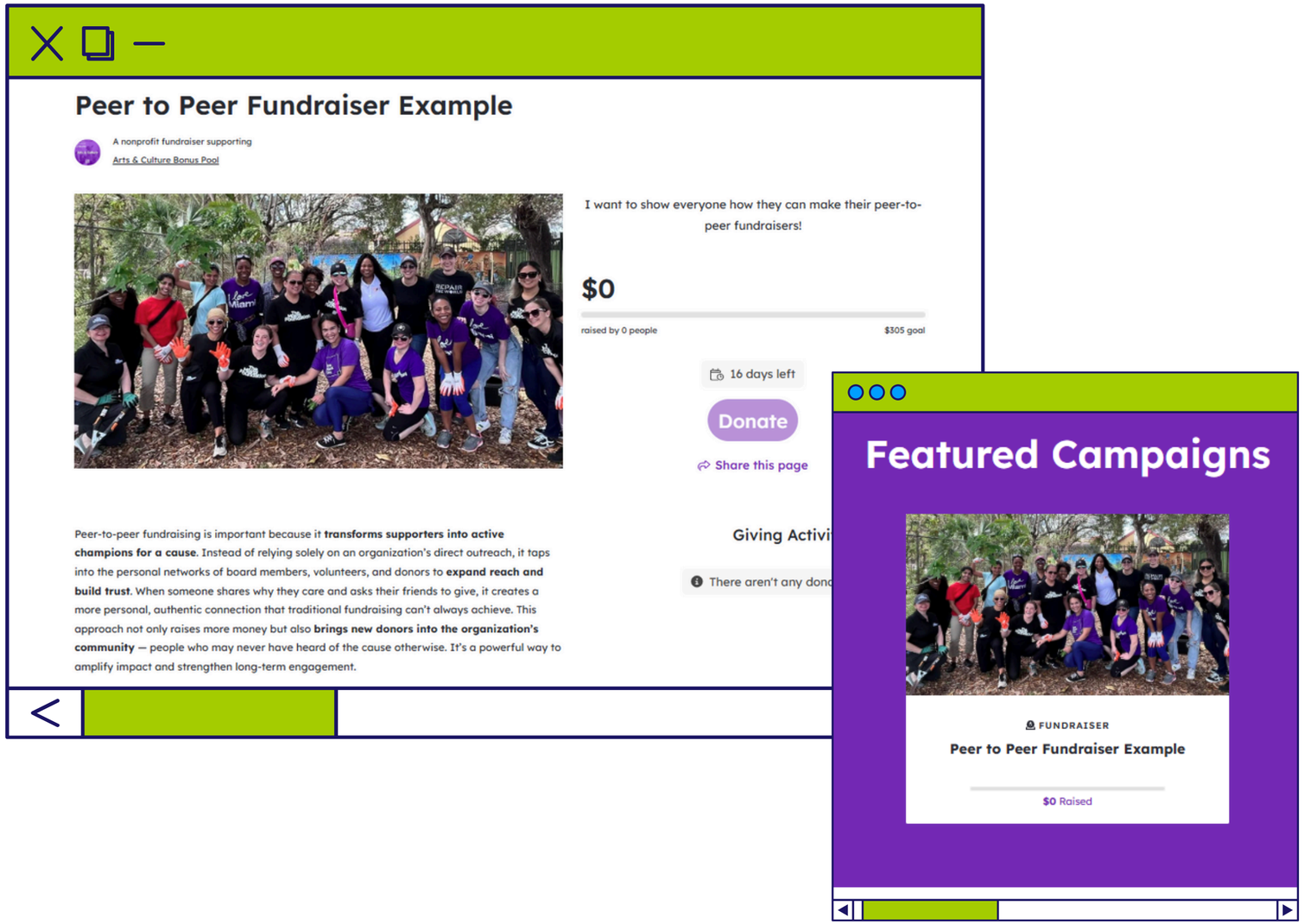




3. Follow the prompts to customize your fundraising page!

4. Share your donation page.

HOW TO CREATE A PEER-TO-PEER CAMPAIGN



Your fundraiser will have its own dedicated page and will also appear on your organization's Give Miami Day profile as a tile in the "Featured Campaigns" section.

EARLY GIVING STARTS NOVEMBER 15!

GET A HEAD START ON GIVE MIAMI DAY

Nov. 15

Early Giving OPENS!

What is early giving?

- Donors can give early — all gifts count toward Give Miami Day totals.

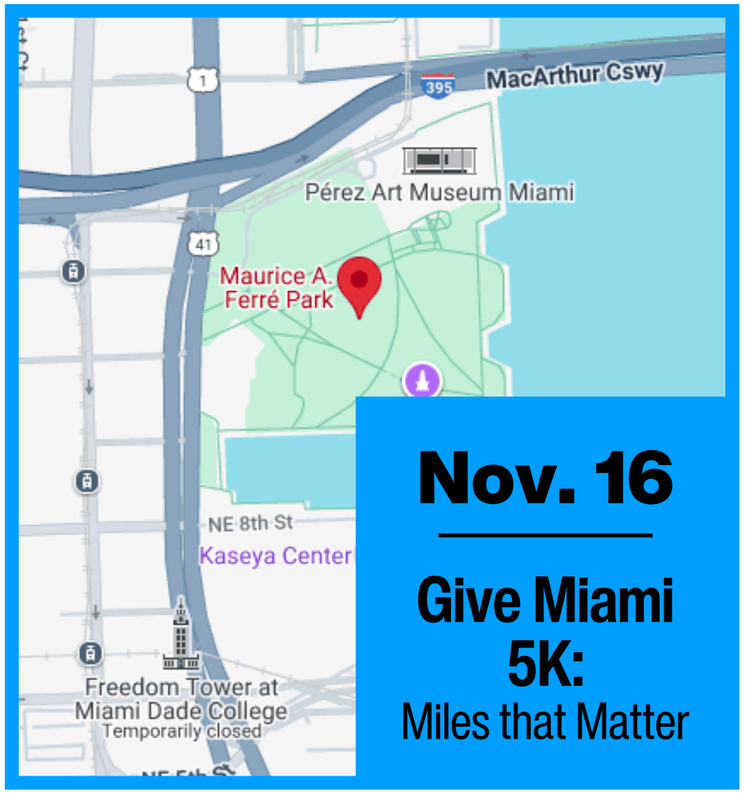
Why does it matter?

- Builds early momentum and visibility.
- Shows strong community support before the big day.
- Inspires others to give when they see early progress.

THE GIVE MIAMI DAY 5K + FESTIVAL

COMMUNITY BUILDING OPPORTUNITY





Nov. 16

Give Miami 5K:
Miles that Matter

Maurice A. Ferré Park in Downtown Miami

runsignup.com/givemiami5K

How the Million-Dollar Match Works

+$25 +$25 +$25 +$25 +$25 +$25 +$25 +$25 +$25 +$25

+$25 +$25 +$25 +$25 +$25 +$25 +$25 +$25 +$25 +$25

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40 unique donors = $1,000 match unlocked

GIVE MIAMI DAY IS NOVEMBER 20TH!

READY TO RALLY FOR MIAMI



Mission Control sign-up is now open! Secure your spot to join the action in person at the Marlins Stadium. Join us:

https://www.eventcreate.com/e/gmd2025



Thank you for your feedback

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GIVE MIAMI DAY 11.21.24 | Capacity and Community Building Sessions

Before we go: Group Picture!





THANK YOU FOR JOINING THE MIAMI FOUNDATION'S

mission to make our city the most generous and engaged community in the nation!

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