

Ad Hoc Committee on Commercial Fundraising

Interim Report October, 2012

The Committee has discussed the types of commercial relationships that AIS may enter consider, but we not reached a consensus on specific guidelines yet.

Here is our discussion so far.

There are different types of commercial fundraising efforts to consider:

1. **Loyalty programs** that reward their customers' selected organization and ask nothing in return from the organization.

AIS should pursue these actively. Kroger and H&R Block have been discussed. Undoubtedly there are more out there to find. They then need to be promoted to the membership carefully. We are not promoting the company, but those members who already use the company can help AIS at no cost to themselves. Ideas include linking to their websites, small promotional mention in the bulletin.

2. **Reciprocal programs** that ask for advertising or other benefits in return.

Other horticultural groups such as AHS fall into this category. They are mostly other non-profit organizations. AIS is essentially swapping advertising or other goods of equal value.

Things to include in these guidelines are type of groups to include and time or other limits need to be set, open ended agreements should be avoided.

3. **Business partners** that provide funding in return for advertising or other benefits.

This, of course, is where things get sticky. Our past experience has been that we do not achieve the optimistic initial estimates. In fact, AIS has lost significant revenue on them.

Things to include in guidelines for this type:

There need to be realistic estimates of costs and benefits to AIS.

Appropriate committees, such as advertising, the treasurer and the storefront, need to be consulted prior to acceptance of an agreement, to calculate the benefits accurately.

There need to be time limits to these agreements.

The Committee will continue to work out guidelines, at the President's discretion.

Respectfully submitted,

Jody Nolin, Chair