



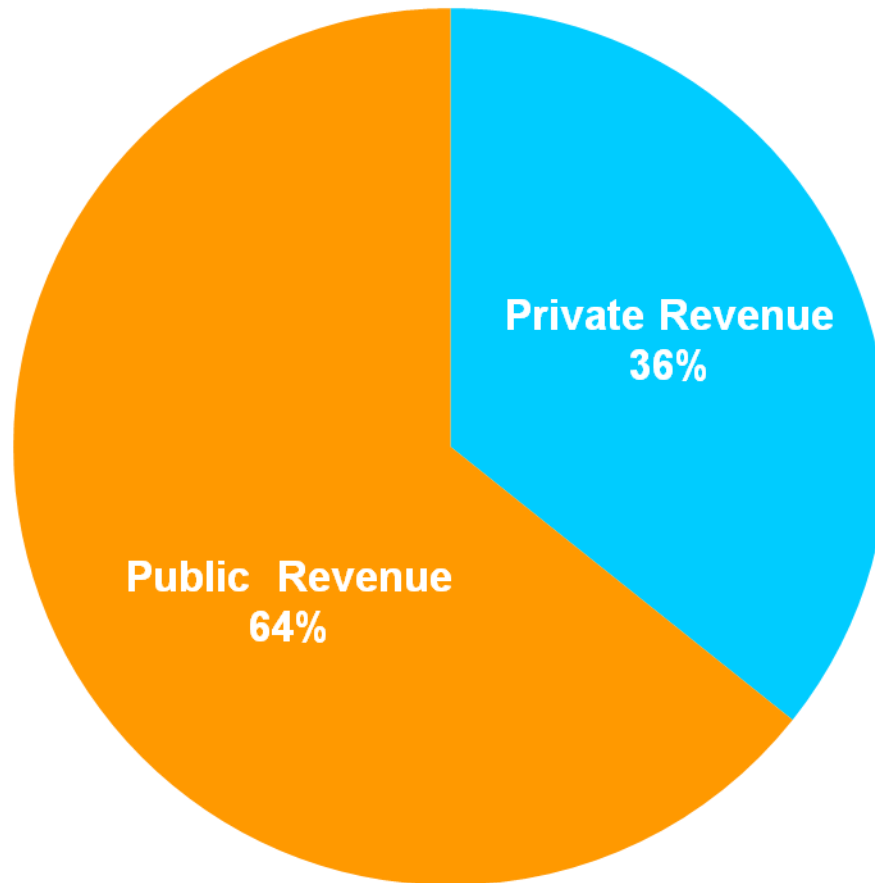
UMOM / WhoMom

AZ LeaderForce

Final Team Report

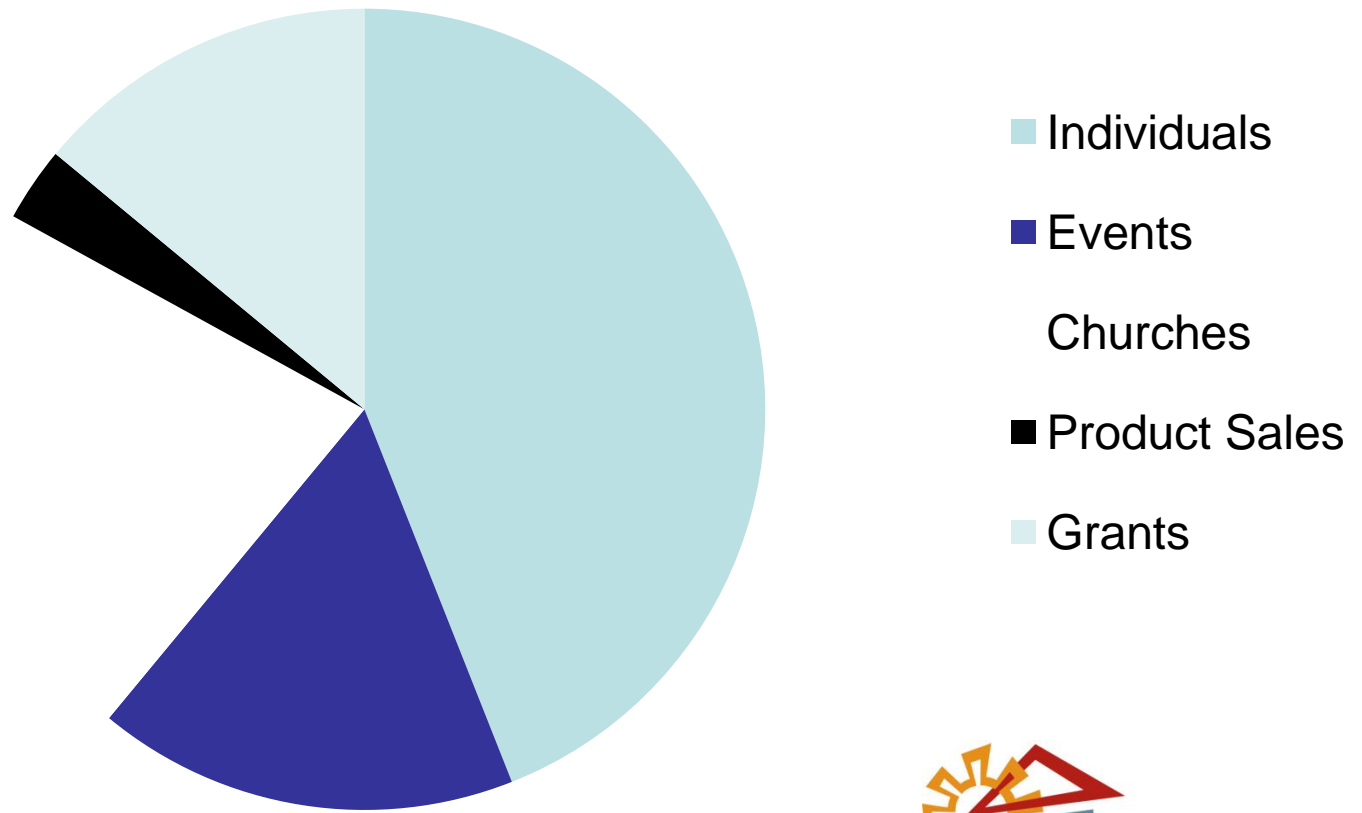
December 10, 2010

REVENUE BREAKDOWN



UMOM Private Revenue

Private Revenue



A Word About Our Approach

FOCUS!



Team Recommendations

1. Link dollar amount asks to results
2. Incorporate messaging that is solution-based – UMOM's vision is to be a leader in breaking the cycle of homelessness
3. Incorporate invitation for open house
4. Lapsed donor response analysis
5. Major donor appreciation event (expand invitation from last 12 months to those who have given more than once at a gift level)



Examples of Individual Team Member Contributions

- Jim Goergan's condo in Hawaii – raised \$7,000 @ UMOM Gala
- Joel Berkestrand – raised \$1,000 from friends for the Walk for the Homeless
- Dawn Wharton recruited walk participants & shared lapsed donor research
- Contact from team helped a team member get a job



From UMOM's Perspective

How has UMOM Benefited?

- Affirmation – UMOM's participation in AZ LeaderForce this year helped encourage and affirm UMOM that overall we're on the right track
- Networking – opportunity and time to connect with new people and other agencies
- Messaging – opportunity to look at our messaging in a fresh way; realizing that lapsed donors for 2+ yrs have a very dated picture of UMOM



Walk for the Homeless Results

| | 2009 | 2010 | % Change |
|---------------|----------|----------|----------|
| Registrations | 435 | 658 | +51% |
| Sponsorships | \$7,025 | \$20,700 | +194% |
| Expenses | \$5,543 | \$9,517 | +72% |
| Gross Revenue | \$37,797 | \$47,934 | +27% |
| Net Revenue | \$27,702 | \$38,417 | +39% |



Living Out a Spirit of Collaboration!

- One of UMOM's residents is applying for a Habitat home!
- Several site visits to UMOM from LeaderForce 2010 nonprofits
- UMOM's Internal Changes During the Past Year Created Opportunity to Leverage Team Impact: Website, New Key Staff, Changing Roles, More Focus on On-Line Marketing and Donor Cultivation



Reflection & Self Discoveries

- Utilized a methodology at our last team meeting called Appreciative Inquiry
- Focused on:
 - Acknowledging & affirming each individual's gifts and contributions
 - Identifying unique qualities and capabilities exhibited by each member
- Overall Highlight – Great team dynamic; committed participation; measureable outcomes

