

OSTRC Academy:
Funding \$ Sustaining OST
Professional Development

December 5, 2014

The OSTRC

**The OSTRC promotes youth achievement by supporting staff and enriching programs.
We:**

- **Identify and coordinate resources**
- **Conduct research and evaluation**
- **Recommend changes in policy and practice.**

Who is Here?

- **Your name**
- **Your organization**
- **Why you are attending**

Workshop Goals

- Review key terms and PD format types
- Explore PD as a long-term investment
- Explore challenges to PD fundraising
- Provide tips and strategies to support your PD fundraising efforts
- Explore existing research and evaluation around impact of PD
- Provide additional resources

OST Professional Development

Professional development refers to a spectrum of activities, resources, and supports that help practitioners work more effectively with or on behalf of children and youth. Professional development formats include workshops, technical assistance, apprenticeships, and additional diverse offerings. Practitioners can be full-time staff, part-time staff, volunteers, teenagers, parents, or other non-staff members, provided that the professional development experience culminates in supporting OST youth participants. (Peter, 2009)

Fundraising Terminology

Fundraising (noun): the raising of assets and resources from various sources for the support of an organization or a specific project. (Association of Fundraising Professionals, 2003)

Financial sustainability refers to the ability to maintain financial capacity over time. (Bowman, “Financial Capacity and Sustainability of Ordinary Nonprofits”, 2011)

Additional Thoughts

“***Sustainability*** is a challenge that most nonprofit organizations must address: **managing financial viability in an evolving funding landscape**, **contending with “competing” nonprofit organizations while establishing collaborative partnerships**, **demonstrating value and accountability to funders and supporters**, and **maximizing the contribution of leadership within the community.**” (RAND Corporation, 2012)

Your PD Fundraising Challenges



Current Trends in OST (and OST PD)

- Health, Fitness, and Nutrition
 - Risk Reduction and Prevention
 - Cultural Competence and Inclusion
 - Youth Impact and Outcomes
 - Science, Technology, Engineering and Math (STEM)
 - Literacy
 - Systems-Building, Data Coordination, and Collaboration
 - Project-Based Learning?
 - Other?
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- **Key Question: How Do Trends Impact Funding (for PD in OST)?**

Alternative Approaches to Sustain PD

- Shadowing
- Coaching
- Mentoring
- Technical Assistance / On-site Consultation
- Newsletters and Publications (OSTRC, HFRP, NAA)
- Professional Membership Organizations (NAE4H, NAA, AFP)
- Professional Certifications and Coursework (PA Keys, CCP)
- Internet Tools (e.g., Social Media, Webinars)
- Online learning communities (Edutopia)
- Online PD Calendar
- Networking (OSTRC PNM, Sandbox Collective)
- Other?

PD as a Long-Term Investment

- Long-Term Strategy/Goals
 - “Cumulative Impact”
 - “Greater Good / Sowing into the Field”
- Case Study: Youth Practitioner Fellowship

Tips for PD Fundraising

Use the easy-to-remember acronym 'Get R.E.A.L.'

- **Research**

- Figure out exactly how much money you need to raise for your PD
- Work with a group to compile a list of possible donors

<http://www.giftrangecalculator.com/index.php>

- **Engage**

- Share your story
- Get to know the donor's interests and goals as it relates to PD

- **Ask**

- You don't know the answer if you don't put yourself out there
- Consider asking for a gift spread out over a period of time

- **Love**

- Say 'thank you' again and again...even if the answer was no
- Maintain relationships and act with gratitude

Know the Donor Current Trends



Fundraising is recovering now that the recession is over.

Charitable donations were up 3% in 2013.

- **Trust was lost during the recession**
 - Be transparent
 - Be specific
 - Link the project to outcomes
- **Baby Boomers are donating**
 - Past generations felt donating was a duty
 - Boomers see it more as a form of self-expression
 - Help donors connect their money to what is meaningful to them
- **Women are the #1 donor demographic**
 - Make sure you are reaching this demographic
- **Mega donors are back**
 - Large gifts usually occur close to home
 - Look into local opportunities

Existing Research

- Research has linked teacher PD to student outcomes in schools
- We can learn from research done in schools

What makes PD high quality?

Increased length and offerings

Implementation of new knowledge between trainings

Professional learning communities

Focused, content based trainings

Evaluating your PD

What do we mean
by evaluation?



“the systematic investigation of
merit or worth”

Areas for PD Evaluation:

- ❖ Participants' Reactions
- ❖ Participants' Learning
- ❖ Organization Support and Change
- ❖ Participants' Use of New Knowledge and Skills
- ❖ Student Learning Outcomes

**Ways you can
show your PD is
having an impact**

Presenting Data on PD to Funders

★ What to present:

- Goals of PD program
- Strategies
- Relevant prior research on the topic
- Data on PD provided
- Data on achievements and outcomes

★ Tips!

- ✓ Anticipate questions and objections
- ✓ Run data by staff before presenting to funders
- ✓ Have someone who is involved in the initiative present the findings
- ✓ Keep your visuals simple

The OSTRC Sustainability Story



Small Group Discussion

Challenge Cards



Review and Reflection

- Comments?
- Questions?



Contact Us

- Nancy Peter – npeter@sp2.upenn.edu
- John Price III – johnep@sp2.upenn.edu
- Laura Scott – lauscott@sp2.upenn.edu

www.sp2.upenn.edu/ostrc