

2018-2019 ConnectHome Running Your ConnectHomeUSA Program, Securing Funding & Engaging Residents, 4/30/19

Janelle Beverly: Good afternoon. Thank you for joining today's ConnectHomeUSA webinar series. Today's topic is running your ConnectHomeUSA program, securing funding and resident engagement. Together with Dina Lehmann-Kim as ConnectHomeUSA program manager and myself, Janelle Beverly, we're your hosts for today. Before Dina introduces our exciting speakers, I have a few housekeeping items.

Our speakers will share their knowledge for approximately 15 to 20 minutes each. At the end of this session, we will reserve 15 to 20 minutes for questions and answers. You may ask questions in two ways first, in the right hand navigation panel you will see a hand-shaped icon. If you would like to verbally share your question select the hand icon and I will unmute your line in the order of questions received.

Or if you would like to send us your question, feel free to type your question in the chat box in the lower right hand navigation panel. I will read your question aloud in the order received. If we are unable to address all questions, we will send an email reply after the webinar. All webinar systems are muted upon entry. If you would like to notify our team of any technical difficulties, please send us a message in the chat box.

Today's webinar is being recorded and will be available on HUD Exchange following the webinar. At the end of the webinar, please stay logged on for a few minutes to respond to a few questions. Immediately following, we will also ask you to participate in a short survey. We welcome you to complete this survey and share any ideas you may have for future webinars. Dina Lehmann-Kim will now introduce today's speakers.

Dina Lehmann-Kim: Thank you, Janelle, and welcome everyone to today's webinar. So excited to have you all and to have these wonderful speakers who are going to share really great information about their individual strategies for resident engagement and also fundraising. So today we will be hearing about these two important topics and you can also refer to the ConnectHome playbook chapters 9 and 10 for additional information.

Though the information you're going to hear today is going to be very rich. So really I'm very excited. We're going to hear from one pilot community and two new communities. And I think this is the first where we're mixing up the pilots with the new communities on the webinar. So on resident engagement, first we're going to hear from Danita Wiggins of the Albany Georgia Housing Authority which is a pilot housing authority.

Danita has 19 years of experience with the housing authority and she provides resources and services for over 1,100 households. She began with ConnectHome at the very beginning in 2015. And I know having worked with her for a long time that she is committed to this work and has really done a terrific job and will learn a lot from her. Next on resident engagement we will be

hearing from Timothy Rogers who is the director of public relations and an assistant to the executive director of the Wilson Housing Authority.

He's been the housing authorities point person for ConnectHomeUSA since they joined the program in 2017. And in this capacity he's worked to bring digital literacy training opportunities to their public housing residents and help to sharpen WHA's focus of linking digital literacy to improving residents' education and job skills. After that we're going to hear from Shanta Nunn-Baro with the North Little Rock Housing Authority.

Shanta has lots of experience fundraising -- successfully fundraising, so you'll definitely want to tune in when she's speaking. Tune in for everyone, but she's got some really, really good tips. She is like I said with that North Little Rock Housing Authority and is responsible for numerous executive level projects at the housing authority, including RAD relocation and raising funds for its nonprofit affiliate. She also oversees implementation outreach and strategic growth of the housing authority's ConnectHomeUSA program.

With that I want to thank our speakers and turn it over to Danita who is up first. Thank you.

Danita Wiggins: Thank you so much, Dina and thank you Janelle for inviting me to participate in today's webinar. Hello everyone. My first slide shows you understanding residents' needs. When we were first introduced to ConnectHome back in 2015, we really wanted to see where ConnectHome could fit it to our numerous households. We soon learned that through a resident survey that several of our residents were in need of internet services in their home as well as devices to access the internet for.

We found that a lot of the residents had children who were actually in school who needed internet services at home to complete numerous homework assignments and classroom activities that they're able to do at school, but just not at home because there was limited access. The surveys were collected from our residents during office visits, like doing reexamination, or just routine office visits to let the property management staff know what was going on in the household.

We also completed them at the community events that we hold such as events that give out resources to the residents, job fairs, resource fairs and different things for the youth. We held signups at parent conferences at the schools where they were coming to speak with the parent facilitators. And the parent facilitator would introduce them to the availability of internet access in their home for a discounted rate. Listed here I have a couple of sample questions that were on the residents' survey.

The first question was, does someone in your household have regular access to a cell phone, smartphone with data access, a desktop computer, laptop computer, or a tablet computer? The second question, does your house/apartment have any of the following services? And there listed are a lot of ISP providers. Do you have children living with you that are enrolled [inaudible] public school system?

Because through a partnership with the school system they granted all kids grade K-12 with a laptop device, or a tablet to take home for internet usage. Do you currently utilize the internet for any of the following reasons; social media, banking, research, education, job search, purchasing, medical and other appointments and records? And are you interested in finding out more about how to use the internet?

With this question, we teamed up with some of our community partners and we were able to supply residents with computer workshops where they provided just basic computer skills training. We introduced a lot of the residents to Microsoft Office. Introduced them to different search engines and just numerous ways that the internet can be beneficial in their household. And another way to bridge the digital gap in the household which was our main objective from the very beginning.

Some of the survey results found were that approximately half of the survey respondents lacked access to computing devices and the internet. And that led us to go out and do a big campaign and fundraising activity to receive devices for our residents. We were very successful with this [inaudible] funds, as well as a lot of help from our digital partners and also [inaudible] were able to donate us some computer devices for our residents.

So we collected device donations from EveryoneOn and community partners. And we provided no-cost devices to our residents. And those devices range from desktop computers, laptops, tablets as well as smart phones. Internet connectivity. We partnered with AT&T Access which was able to provide \$10, or \$5 a month internet services in our household. And for the first 12 months when we first initially began ConnectHome we were able to supply these costs for the residents.

We had the ones that came on a first come first serve basis to sign up and for 12 months we paid the internet service fee for them. So we organized an engagement event with AT&T and then enrolled residents on a low cost internet service plan. Resident engagement. We have very on hand resident councils, and resident associations. So through them we were able to advertise and just let the residents know that the internet access program was available. We did that through move-in appointments, recertification meetings, at public meetings, community and library events, parent meetings. We advertised through newsletter announcements as well as flyers.

Dina Lehmann-Kim: Thanks, Danita. This is Dina. Timothy you are up next. Thank you.

Timothy Rogers: I'm here. I wasn't sure if there were questions. I guess questions are going to be at the end. Hi everyone. I hope you all can hear me. Tim Rogers with the Wilson Housing Authority in Wilson, North Carolina. It's a city of about well just under 50,000. We're hoping to get to 50,000 in the census because that could do some things for us with funding. And if you can't picture us, if you know I95 we're at mile marker 121.

And while it has nothing to do with digital literacy what we're best known for is tobacco. At one point Wilson was the largest tobacco market in the world. But before I start and tell you about what we have done with resident engagement the story really starts for our partnership with a

unique thing in the city of Wilson that some communities in the nation have, but still very few. And that's a municipal broadband network in Wilson.

This got started in the early 2000s, 2005, 2007. The city felt like we needed to be better wired than was being offered and they built out a community broadband network fiber optic. Starting with businesses and now goes to all residents in Wilson County. And it is a wonderful partner to have because they recognize their role in the community. And working with other community partners such as the housing authority to help bring more digital access.

So we owe a lot of our success and that is our partner Greenlight. So that's where the story starts. Before we were even a ConnectHome community, in 2016 we worked with Greenlight and the genesis of this is many digital online things started for getting access for lower income residents was the schools. Our middle and high schools had Google tablets. We recognized that in the beginning they were going to need -- that some of the students were going to need help in getting -- just on to access to use their devices.

So we started talking with Greenlight. And what Greenlight agreed to do was to wire all of our public housing neighborhoods, the four largest ones that we have which is about 600 units. And agreed to market a high speed internet connection for \$10 a month. And that started in 2016. We were visited by the then HUD secretary to publicize it and that is still our main way of providing internet connection for public housing residents. From 2016 to 2018 as you can see one of the inducements we were able to offer was a free router for anyone who signed up for that.

Approximately 50 percent right now of our public housing residents participate, the participation has reached as high as about 60 percent. The reason that those numbers aren't higher number one, some of our residents choose to go with another cable internet provider. We do have others that are in Wilson that they had been -- had cable and internet way before Greenlight even started they had chosen to remain with them.

We also have a very high number approximately between 35, 40 percent of everyone in public housing is elderly and a large number of them have decided that they don't want to sign up for whatever reason. Of course it's completely voluntary on their part. So we do have a very high penetration rate we think among families and non-elderly households. All right. So here's how the program works and it's not incredibly complicated, it's \$10 a month. That gets added to the residents' monthly rent.

When Greenlight started with us, the one thing they wanted to do was not have -- the not have to individually bill people for the 10 months. So what we agreed to do was that we'll cover the whole payment and then charge on the rent statement \$10 to add it to the monthly rent. And therefore we're dealing with Greenlight, we're the ones dealing with Greenlight on the billing purpose. And that \$10 a month is just added to the rent statement for each of the residents.

So it does come with a caveat however, if you don't pay your internet service fee to us we will have the service discontinued, the router has to be returned and you are ineligible to sign back up. Because we don't want people jumping in and jumping off of the service. It's a heck of a deal

for \$10, but we can't keep turning it on and turning it off and so we tell them that if you have it that's great, as long as you continue to pay for it.

As long as you want it you can, but if you don't pay for it and we have to go and get it discontinued you'd be ineligible for the \$10 a month deal that we've made. I'll go back, I can't remember where I've put these, I'm sorry, on the slide. One thing I'll say -- oh no that's going to be in the next slide. So resident engagement, how do we tell people about it? So back in 2016 we told everyone about it. We had flyers. We went door to door. We put it in our newsletter.

That continued through 2017, we put it in the newsletter, we reminded everyone anyone new who's moving in that's part of the move in appointment to get all the information at recertification meetings. If you don't have it and you're eligible for it, we remind you about it. And, "Hey you can have this, if you what?" We push you to public meetings. We have flyers that are public housing offices.

This is a big push for us and we do continue to get people to sign up even today. So what changed since we started it? So what changed and what's changed this year is with the routers and this pushed a little bit we ran out of money to offer free routers. So we have some routers, but we don't have enough to offer them free. And we're like, "Well, what are we really trying to do with this access?"

Of course part of it is just digital access is great, we want people to have it, we want them to have it at low cost. But if we are prioritizing it and saying, "Who are we really trying to push it to?" Well, let's focus on those residents seeking educational employment opportunities. Right? That's part of what we're trying to do is help those who are in public housing, if they can get a leg up with education or employment better themselves and be able to move out of public housing.

And being able to help them through the ConnectHome program that's great. So what we've paired it with is our FSS program. So now we tell everyone about it, but before you get the deal you need to go talk to our FSS coordinator. Sit down and have a conversation. What are your goals? What are you trying to do? Some people are just going to say, "I don't want to be in FSS, it's a voluntary program, what I want is the \$10 internet sign up so I can get great streaming." Okay.

If that's what you want that's fine. You're eligible, everyone's eligible you can get it. But it has led to some conversations with people about, "Hey if I have this access can I then be able to connect with Wilson Community College?" "Absolutely. What you're going to the library for you can do from home." "Hey will that help me have better access to some of the job training stuff that's done through the state of North Carolina that I've got to go up to the job center for?"

"Absolutely. If that's what you're interested in we can help you connect with that. That's what the FSS program is for obviously." And so here's the inducement, if you enroll in FSS you can get a free router. It's not a great deal. I mean it's not a huge deal. It is a great deal.

It's not a huge deal though it's \$60, but it's a way of saying, "Look if you are -- this is what you're using it for and you want to join the FSS program because we want people to join the FSS program because we want to help you improve educationally, or economically, or whatever it is. Your goal is then we're going to help you and we know that digital access is a big way of helping you do that. So that's where we are with the program right now. And I don't know that I have much more to add. Well, I've got to flip back.

Janelle Beverly: Thanks, Tim. We're going to move on now to Ms. Shanta Nunn-Baro. And we have a quick polling question that we'd like for everyone to answer. Just give me a second, I'm going to open the poll. Please take a few minutes to answer the question on your screen. Hey Tim, can you put us on mute real quick?

Timothy Rogers: Sorry.

Janelle Beverly: It's okay. All righty. It looks like we have about 72 percent of our responses in and we've gotten let's see about 44 percent have responded yes, and about 28 percent have responded no. Okay. I'm going to close the poll and give me a second I'll give you control.

Shanta Nunn-Baro: Thank you.

Janelle Beverly: You're welcome.

Shanta Nunn-Baro: Good afternoon, everyone. Hope everyone is soaking in some great information.

As Janelle Beverly said, my name is Shanta Baro and I work for the North Rock Housing Authority. I have the great pleasure of waking up every day and positively impacting lives by doing services for more than 1,000 residents in North Little Rock. We are like Tim, we're close to Tim we're about 65,000.

We are centrally located and we are across the river from you all. You may be a little bit more familiar with Little Rock. So let's go head on and get into fundraising. These are some things and full transparency, it's not like I do these things every single day in my current position. But most of the things that I am going to present in the slide I've done it over for about 3 decades in my fundraising and marketing career.

So as you move forward in building up, building and creating funds and looking for funds for your project these are business tips that I want to make you aware of. First and foremost it doesn't matter how long you've been at it, but what I would advise you to do is read the webinars, podcasts, et cetera about fundraising because it is changing. And I say that and the trends are changing.

Especially when it comes to fundraising technology and also a lot of industry reports can help you as you set up your fundraising plans or enhance the current ones that you do have. I want to advise you to find a mentor. Find that person. You can get him online, you can get him

anywhere, or in person who can help you manage your process, who can tell you the good, the bad, the ugly, the don'ts; and all those things along those lines.

And if you're not a member yet I'm going to strongly suggest depending on your level of fundraising to join AFP, that's Association of Fundraising Professionals. You can do it. But if you can't make the conferences, the things that you can do is learn a lot from what they have online and as we segue into networking, network as much as you can. If you have a local chamber, attend those or professional affinity groups.

And keep in mind as you go through your fundraising you're not begging for money per se, you're creating and making an impact on those which you serve. And of course, most of the time you will be rejected. And I say, "Well, so what?" Most of us think that our program, or project are the prettiest, cutest, babies. Some people may not think that. And that's totally okay. I do want to say that if they do not do that, that if your program, or your project is not funded and you get an opportunity please talk to the program manager and find out why.

A lot of foundations will not -- they'll tell you upfront when you're completing an application especially grants that they will not have the opportunity to meet with you, but there are some that will and tell you why your grant or your proposal was not funded. And that's especially true if you write grants for the federal government. They will tell you why it's not funded. So take advantage of those meetings because that can only enhance you and help if you go down the line. Some other things that I'm going to skip over.

Well, I do want to talk about data. How's your data? How current is your data? Make sure you have that ready to go. Do have impactful stories. If you look at the young lady over on the right hand of your screen, she is a student at LeBron James' I Promise School. And her story was that she had missed school 83 times at a previous location because she feared a bully. This time she is -- her attendance has rapidly, or quickly improved.

And she makes a comment, she says, "I like this school because I can depend on people." Well, have your stories ready to go. Also do your homework on your fund. Find out every single thing that you can about them. Hold on one second. Janelle I'm getting some feedback. I'm trying to adjust my phone somewhat. Is that better?

Janelle Beverly: No. We're still hearing it, sorry about that.

Shanta Nunn-Baro: Hold on, let me change. Is this better?

Janelle Beverly: Much better.

Shanta Nunn-Baro: Okay.

Janelle Beverly: Thank you.

Shanta Nunn-Baro: And finally as you do your fundraising, take care of yourself because it can be disappointing at times when you work hard. You put everything you can do into that proposal and it does get denied. But that is not necessarily a reflection of you, but take care of yourself.

Where to find funding. If you look at this slide right here we need to find out first and foremost who's giving to what. And this slide -- this infographic is done by the Giving USA Foundation.

They are the foremost in determining what dollars are being spent. And as you can see a lot of what we do with our ConnectHome programs lies in the area of education human services and public society benefit. I say the public society benefit those are for the organizations who may provide work with a T-Mobile or someone to provide broadband services. And so if you look that's \$138 million that has been given out in the form of grants, proposals or whatever.

And we can get a share of that. If you also look to the left hand side you'll see what sector -- who's giving what. Individuals obviously are the largest donors, then we go next to foundations, planned giving such as request. And we go down to corporations in which I do believe a number of us get our funding from. And these are the various types of corporate funding. Corporations give in the form of grants.

They also do sponsorships. In that they do a lot of times calls related type of activities. Think about the Salvation Army what do you see during Christmas time? Do you see those red kettles? But what the Salvation Army realizes is that a lot of folks don't carry cash. And so they partnered with this corporation called DipJar, in which DipJar you all may have seen it at Christmas time. I've not seen it here, but I do know about it.

But what they do is they set these DipJars at the counters and people are able to swipe their credit cards to give to the Salvation Army as they check out. So there's mutual benefit between organizations. And also a lot of times corporations they have foundations. You think about an AT&T, you think about a Verizon in which they give grants through their foundation which is separate through their actual corporate operations.

Then you have your in-kind donations. Who can come and teach a class? Who can give computers? Who can give routers? And there's also volunteer opportunities. Do not overlook that with corporations that you are -- or companies that you're looking to work with. And also think about the smaller companies as well because they are looking for opportunities such as this. A lot of times they do -- companies do this to seek visibility, get their name out, meet clients.

And also depending on a lot of times they do this for political access. Looking at grants, your basic government state local federal level grants and private foundations. Now I do not know if you knew this or not, but foundations whether they are private, or public, or corporate they have to give away at least 5 percent of their assets each year. But as you get into grants just be mindful of the time and the capacity to write. Can you meet the grant condition based on your capacity?

Are you making sure that you're sticking to your mission and you don't mission creep with that? Think about reporting. And once the grant is over with can you sustain that program? And on the other section, shown on the previous slide that individual gifts are the largest -- those that are the

largest donors, are individuals. So if you don't have an individual development -- an individual donor program that's something to look at in the future.

I know it may get a little tricky with for those who may not have a nonprofit, but definitely for those who do have a nonprofit that's something to look at as well. The trends going on online fundraising. So you see a number of things here that may give you an opportunity to get the extra funds that you need. And I mentioned research, research and get to know who your funder is. And I highly recommend there are a number of free ones as well, but some type of prospect research program.

This is an online [inaudible] instrumental. I didn't have my [inaudible] to that. But you get I think a 14 day free trial, but you're able to go through and do the detailed research that you needed. It is one of the best ones that I used over the years. And also if you have a subscription to the Chronicle of Philanthropy you will get a free subscription of GrantStation, you may be familiar with that one. So you have your program put together, you're ready to go, but you need to know how to sell your program.

So I recommend developing a communication toolkit for your fundraising. And also tailoring the specific needs based on your type of audience that you're trying to reach. And have the print ready and online versions of your kit as well. And some of the things that I recommend that you put in it are a needs statement. But once again you may not need that depending on your funder. Your outcomes and evaluations, annual reports, factsheets, press releases, especially if your event has received press in the past.

Being able to demonstrate that to your funder. Because one thing they want to know is how would they be recognizing your visibility? Have a Prezi, a PowerPoint ready to go, I highly recommend that right there. And also look at your online presence. What is your website saying about the things that you do? Do you blog? Or do you manage content? Are you visible on social media? Do you do email newsletters?

Now I'm going to go back to social media is being selective on what you choose -- to a format you choose, or this Facebook, Instagram, Twitter, Snapchat, or whatever. Because your ability to manage those with your posting. You can sign up for various online services that will post automatically for you at all sites, so that's something to be aware of as well. And find a way to capture what you do in video and/or photo. I'm going to step back to individual donors a little bit.

If you do or you have a individual donor program it's good to know their habits on how they choose to donate to you as well. And I think they're going to send the slides out, there's a link where I say giving habits, that you can go and do some good research on that. And finally they like us, this is a report that's done by the chief executives for corporate purpose. And what it is, is that these are a group of the major corporations across the world.

And they produce this report every year and it tells us what they're giving toward. And one thing that they do if you look on number three right here it says that they are giving to STEM and Workforce causes. And that's related to what we are doing with digital inclusion with our young

people and with our adults. So that's my presentation and I hope that I've shared my knowledge of fundraising from what I've experienced over the years.

Janelle Beverly: Thank you, Shanta. Before we move on to the question answers series, we have a couple of questions to ask as we prepare for the next upcoming ConnectHomeUSA summit.

Dina Lehmann-Kim: Hi everyone. While the questions are being put up, this is Dina again, we really want to make sure that we address your interests and your needs at the summit. So please use these -- select as many of these options as are relevant to you. And also if there aren't any relevant or others that are not included please feel free to write into the text box. Number two, please tell us other topics you would be interested in learning about. So take some time here and then we'll go back to Q&A for the speakers. Thank you.

Janelle Beverly: So it looks like people are having some trouble with responding to the second question. Dina if you like we could send out this same survey at the end and we can collect the answers for that question.

Dina Lehmann-Kim: Sure. Okay.

Janelle Beverly: Right. So we'll do that. So we do have some responses. It looks like we have about 65 percent finished. So we'll give them a couple more minutes and then we will send out question number two after the webinar.

Dina Lehmann-Kim: Okay. Maybe we just give it one minute more, and then so we can get to the Q & A. Thanks.

Janelle Beverly: Sounds good.

Dina Lehmann-Kim: Okay. Janelle do you have any more responses?

Janelle Beverly: Yes. We have about 73 percent. So if you're comfortable we can poll and save the results. Okay?

Dina Lehmann-Kim: Yeah. Sounds good.

Janelle Beverly: All righty. Thank you for participating in that poll. So now we are going to move on to our question and answer series. As mentioned in the beginning of this webinar, you can ask questions in two methods. You can ask questions by either raising your hand with the hand icon in the right hand navigation panel, or you can send us a message in the chat box. We're going to get started with the questions and answers, feel free to ask any questions you may have of today's webinar.

Dina Lehmann-Kim: So while we're waiting I do have a question for Tim and Danita about resident engagement. When you look back and you see a successful resident engagement event, or strategy are there common ingredients that help something -- a resident engagement event be successful? Do you find commonalities in successful events?

Timothy Rogers: Danita. Do you want to go, or do you want me to go?

Danita Wiggins: Hey guys. I'm sorry. Can you repeat the question please?

Dina Lehmann-Kim: Sure. So I was asking when you look back on resident engagement events that you've held. What are the common ingredients to a successful resident engagement event? Are there things that you see all the time that are a must-have in order to make an event successful to engage residents?

Danita Wiggins: Oh wow. Worthy benefits, or worthy services to the residents that the residents see are beneficial. Most of the time we allow our residents to choose what events and what type of events rather and what type of services are given at the events. And then we oftentimes tag along and put other things in place at the event that we see beneficial, or that we are in need of residents to participate in. So it's a win-win situation.

A lot of our recreational activities are of course more heavily attended than all the educational things because we do a wide range of things from GED classes and then we do things from having dunking booths to recreational games and things. So it just depends on the age group and the demographics of the residents that you're trying to target. But as a whole just pretty much thinking outside the box it was pretty beneficial.

Giveaways are great and a lot of times we partner with different community partners and they sponsor the giveaways. And this it's just a variety of methods that really, really help get the residents engaged, it just depends on like I said the age group and what you're actually trying to target with your residents.

Dina Lehmann-Kim: Great. Thanks. Timothy did you have anything to add?

Timothy Rogers: Yeah. So I'll say two things and they'll seem I guess maybe at the opposite ends of the spectrum. One if it's something new that you're really trying to get out just pounding across as many channels as you can. Having people go door to door giving out flyers, just pounding and saturating if you think it's a good thing, if it's truly beneficial. If you want them to hear about it you can't give out enough reminders.

And at the beginning that's what we were doing using the low-cost internet, that's what we were doing. Well, now we've switched to the other side in that we believe many of the people know about it. Of course those who don't were still telling. But now it's more targeting and focused, it's like knowing individuals who we think this will really have a benefit and going and talking to them one-on-one.

I know what you're trying to do because we've been talking and you're trying to -- you've gotten this degree, but you're trying to really target job opportunities. Well, here's how digital inclusion can help you. So it's really right now we're really focusing on those one-on-one and not necessarily trying to build up 100 new people, but trying to get maybe 20 new people who really

will use it and help it and that will help them be successful. So a lot of it I think right now for us is really those focused one-on-one discussions.

Dina Lehmann-Kim: Great. Those are all great tips. Thank you so much.

Janelle Beverly: Okay. We don't have any questions in the queue. Again a reminder feel free to send us a question in the chat box, or use the hand icon in the right hand navigation panel to raise your hand to ask the question verbally.

Dina Lehmann-Kim: This is Dina. Hoping there's a question for Shanta because she's got a wealth of experience in fundraising, so don't be shy. And as we know since HUD doesn't provide funding for ConnectHomeUSA other resources are important. And I guess while we're waiting Shanta, are there any lessons learned, or best practices from your own experience that you use over and over, or go back to?

Shanta Nunn-Baro: I think when you do not get a proposal funded and [inaudible] what is the -- and you get an opportunity to find out why I say, take advantage of that opportunity. As what that is going to do is hone you for future opportunities. And I think early on my feelings would be so crashed and I just can't deal with it, I'm a little bit dramatic about it. But I would say that's one of the best things that you can do is definitely take time with that funder.

And also I wanted to throw out there and didn't mention it, is if there's another opportunity get to know your program managers especially you can do this with foundations before you submit a proposal. They can help you. Number one, they get to know who you are and what your work is when they go in to consider your proposal. So I highly recommend that, that is an opportunity for you is to get to know program managers. And you don't have to meet with them face to face, call them up. Especially going after the bigger dollars I found that they are always eager to speak with you.

Dina Lehmann-Kim: That's really great advice. And I have heard as well that the first question to ask a funder is not about money. Is that your experience too? You're probably trying to educate them more about the work that you do and then --

Shanta Nunn-Baro: Exactly. What I found out is that they are obviously happy to share with you about their successes and their programs as well.

Dina Lehmann-Kim: That makes sense.

Janelle Beverly: Okay. We have received one question. The question is, "Can a housing authority accept donations directly, or does it have to go through a 501(C)(3)? If the housing authority does not have an active nonprofit, we are working on developing one. What is the process like to partner with an unaffiliated 501(C)(3) and have the funding channeled to you?"

Shanta Nunn-Baro: I'm going to defer that you have to talk with your board and with your executive directors on what -- they may have a different fundraiser -- they may have a different policy. So that would depend I would say actually the housing authority, that would depend on

the housing authority itself. I'm not aware of a broad base rule, but there may be one. So I would defer you back to your housing authority. What was the second question about the nonprofit, I apologize?

Janelle Beverly: Okay. The second question is, "If your housing authority does not have an active nonprofit, what is the process like to partner with an unaffiliated 501(C)(3) and have the funding channeled to you?"

Shanta Nunn-Baro: Yes. The 501(C)(3) is what's called a fiscal agent. And first you would need to determine and of course have an MOU in place, but when it comes down to your funder you would need to get verification that they will allow those funds to go through that fiscal agent. Many funders are fine with that, while other funders they are not fine with that. But most importantly they'd be getting that MOU in place between you and that other nonprofit.

And a lot of times if a group is serving as a physical agent they expect some type of administrative fees. If they don't expect I think because they would be doing the check processing and they may be -- based on your MOU they may be taking care of some of the reporting. But even if they say, don't worry about it [inaudible] pass-through, you do want to be respectful of their time and their administrative efforts on managing the funds.

Janelle Beverly: Great. Thank you. Dina we don't have any other questions in the queue right now. Do you want to give a few more minutes to get questions?

Dina Lehmann-Kim: Yeah. Let's give it another minute or so and then if we don't get any questions we can adjourn.

Janelle Beverly: Great. Thanks. Okay. We just had one come in. And it says, "Besides one-on-one meetings with potential funders, are there other ways to get them excited and also raise visibility of the ConnectHome program and the community outside of the housing authority?"

Shanta Nunn-Baro: I would say a lot of that is done through your public relations effort. Let's go back to your online presence, let's go back to actually pitching stories to various media, TV, print, about your program as a whole. Especially if you're doing something unique in their programs. I would definitely start with that. And also your residents can be advocates about it as well, especially letting people know if they would like to.

They can be your ambassadors, talking about encouraging others to give the discount internet. You can give discount internet, you can give discounted computers, or depending on your program too free computers. And you can learn this. So I think a lot of that between your press operations and your resident ambassadors I think that's the way to get that information out. And that's something that you would be able to tell your story to your funders.

[Inaudible] 30 people and we got 10 people to sign up. Or we were featured on the 9:00 news about our children are excited about the new STEM program that we've done that is connected to our ConnectHome program. About 100 ways you can get me to contact them, how you can definitely do that outside of meeting with the funder to raise awareness of your program.

Janelle Beverly: Thank you. We have another question. "So has anyone ever used a donation tool like GoFundMe to start a donation campaign?"

Shanta Nunn-Baro: I have not done crowdfunding. I know about it more than I really want to know about it, but it's something I would love to do one day. But I've not used crowdfunding. And if you do plan to use crowdfunding there are various types of crowdfunding. Obviously GoFundMe and Kickstarter are the top ones. Kickstarter is more or less -- it used to be more or less for businesses. GoFundMe is now starting -- kicking off a nonprofit if they are not already.

But if you are considering doing crowdfunding I would look for the ones that tend to be on the nonprofit side because there are various types of crowdfunding sources. I think classyc.org is one and Fundly F-u-n-d-l-y are two that tend to -- that would probably be more beneficial to what we're doing. And another thing to consider is how much do you actually want to make from your crowdfunding? And the amount of fees that will be accessed by the source as well.

Janelle Beverly: All right. Thank you. Dina, we don't have any other questions in the queue and I don't see any hands raised.

Dina Lehmann-Kim: Okay. I actually do have another question and it's for Shanta, can we go back just a few of our slides where you -- okay, not this one. I think it's the one before this. No. The one before. There we go.

Shanta, you talked about the other -- under "other" you have individual gifts, online fundraising, earned income. Can you explain a little bit more about what you meant by that?

Shanta Nunn-Baro: Yeah. So one thing that a number of nonprofits are doing is figuring out how could they bring in more money for their services. So let's just say for instance that you have been working with a group of 17- and 18-year-olds. They put together and built an app and they may be in a position to sell that app. So that's what I'm talking -- and it's basically creating social enterprises in what your attempts are. So how can you do -- and this is -- I'm thinking definitely from a nonprofit point of view, is how can you sell your services?

Now you do have a cap on what you can sell on how much, or a percentage rather on what percentages [inaudible] brought in by grants and proposals versus how much of that income is being brought in on what you can sell. It does not have to be a tangible service, it can be a consulting service, on what you're doing underneath that. So a lot of this time there's fees for services. So did that explain it a little bit? That that's earning money. That you actually go out and make money for your nonprofit other than the proposals.

Dina Lehmann-Kim: Yeah. It does. And if I could just add from a HUD side, we have the capital fund and the operating fund in public housing. I know the funds are significantly pro-rated because of the funding levels that we get from Congress, but both of those funding pots can be used to support computer centers and staffing and equipment.

So you might want to check with your executive directors or your board to see what the funding levels are and if there is any room to take some funding from there to support your computer centers and activities that you might have around ConnectHome USA. They do have to mostly pertain to computer centers. But if you have additional questions about those two pots of funding, please feel free to send me a note and I'd be happy to answer your question.

Janelle Beverly: Great. Thanks Dina. We do have one more question in the queue. The question is, where are some of the best places to look for grants?

Shanta Nunn-Baro: As I think I talked earlier, first of, you can just Google it. Just where could our product grant for seriously? That's how I come up on a number of my grants. But I would start off with that simple strategy there. And also you get in a little bit more. You can look at sites like the Foundation Center that you can get access to a number of free -- it's certain parts of Foundation Center it is free, that will give you access to grants.

The one I showed here instrumental you get a 14 day trial with that. There are a number of just free services out there that will allow you to look for grants. So I would just start with that basic search, mentioning grant center -- I'm sorry, GrantStation. That's a paid format, but they are a great resource. And like I said if you get a subscription, a \$64 subscription to the Chronicle of Philanthropy you will get a free subscription to GrantStation. GrantStation runs about \$500 minimum. And also if you all are signed up for TechSoup through your nonprofit. Next month GrantStation will be on sale. Now you get a deep discounted price on that. But I do find that using prospect services like GrantStation instrumental to be my most successful way of finding grant opportunities.

Janelle Beverly: Great. Thank you. Dina, we didn't have any further questions and it looks like we're close to time. Did you want to close it up?

Dina Lehmann-Kim: Sure. Thank you everyone for participating today. And thank you to our speakers who have provided such wonderful information. If any of the participants have any additional questions, feel free to send an email to connecthome@hud.gov and we will be more than happy to follow up with our presenters for additional information you might be seeking.

So with that, thank you so much and stay tuned for the announcement for next month's webinar. And we look forward to being in touch in between. Thank you.

Shanta Nunn-Baro: Thank you.

Janelle Beverly: Bye-bye.

(END)