



Welcome to

Generating in-kind contributions for your organization

To join the audio portion by phone, please dial: **888-469-0855**
Passcode: **9674664**

*The webinar will begin soon. While you wait, please share in the chat box: **“Name one in-kind contribution your organization needs?”***

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

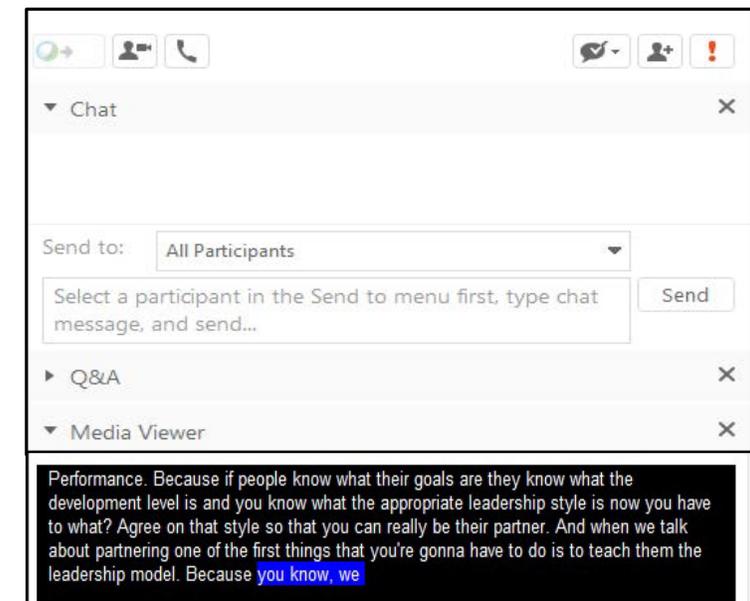
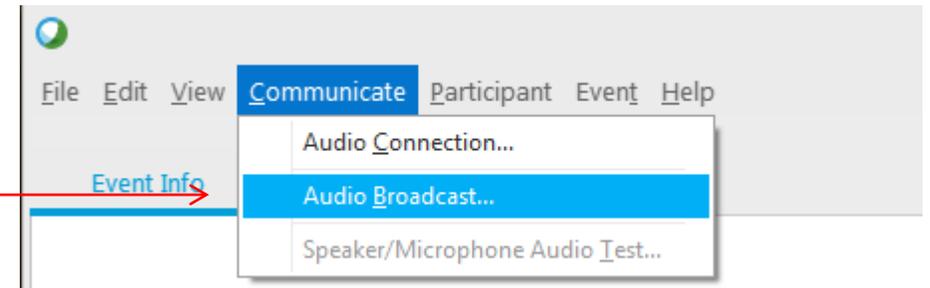
 **VISTA**
Volunteers In Service To America

Dial: **888-469-0855**

Passcode: **9674664**

Connecting to Audio

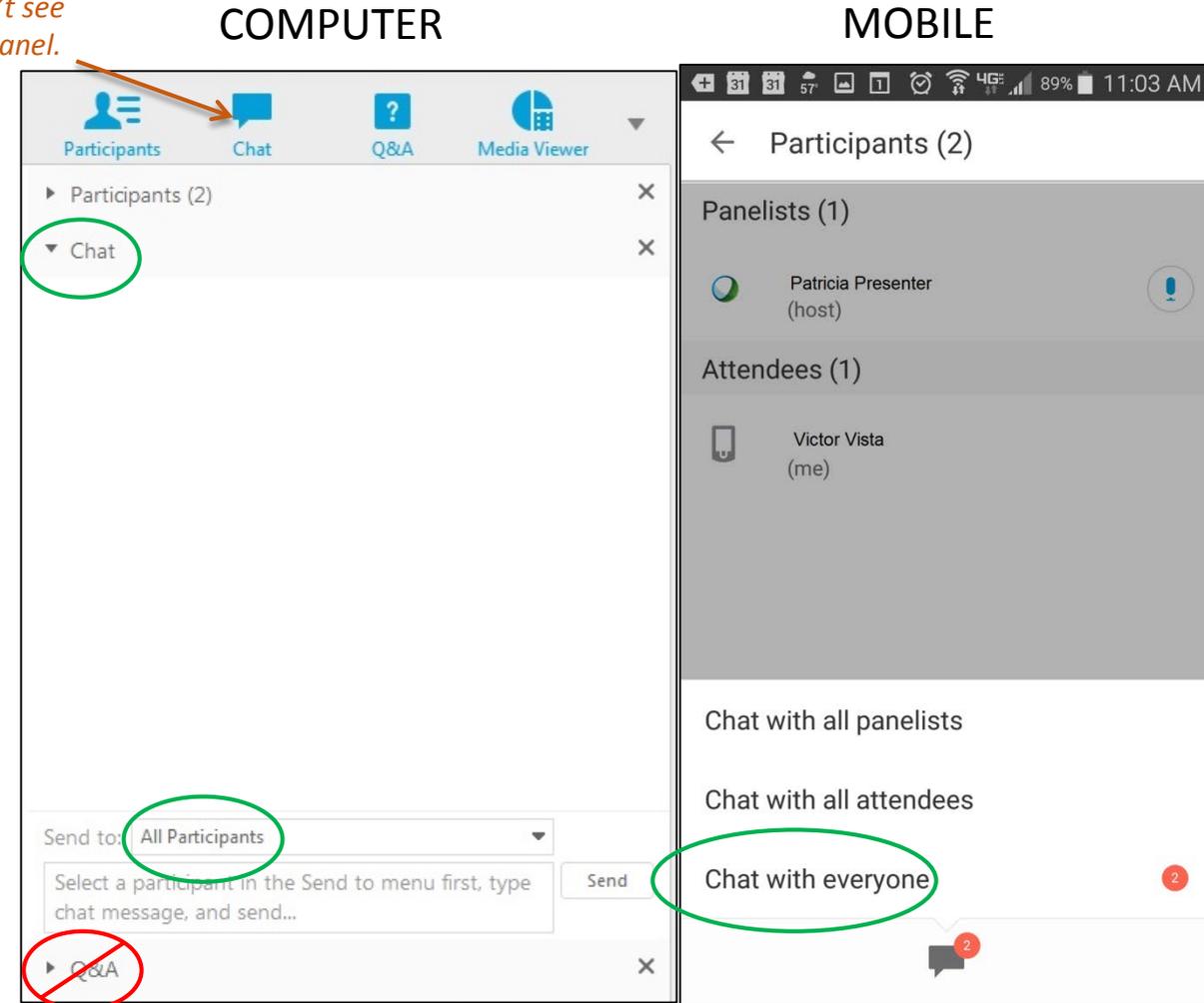
- Audio broadcast
- Call in via phone (number and passcode listed on each slide)
- View Closed Captions in the Media Viewer panel



Tips for Participating

- Share comments and ideas in the Chat panel (send to “All Participants”)
- Ask questions in the Q&A panel (send to “All Panelists”)
- Some WebEx features are not available on mobile devices
- Links and recording will be available after the session

Click this button if you don't see the chat panel.





Welcome to

Generating in-kind contributions for your organization



Session Goals

By the end of the webinar, you will be able to:

- work internally to identify top tangible needs that can be fulfilled by in-kind donations
- identify potential donors and make requests for in-kind support
- acknowledge gifts appropriately according to IRS regulations and thank supporters

Today's Speaker



Nathan Hand

Chief Advancement Officer

The Oaks Academy
Indianapolis, IN

What is an in-kind donation?



- Physical items
- Skilled volunteer time/labor
- Gifts that relieve the need for the nonprofit to purchase these items or services

- Not cash or stock

These do qualify as in-kind



Lawyer offers legal counsel

PAID

Donor pays bill owed by charity



Auction items for an event



Food for a food pantry

These do not qualify as in-kind



Board member's advice



Old laptops you wouldn't buy or use



Service day volunteers



Broken crayons you won't use

Why seek in-kind donations?

- Gives the chance to support your mission
- Reinforces understanding of your mission
- Can be an easy way for some to help
- Saves the organization valuable resources



Understanding donor motivations



Not cash



Tangible
items



Abundance



Energy,
visual

Not as easy as you think...



Assess internal needs



- Identify what you are spending money on that could be donated?
- Ask finance/business office staff
- Interview service providers for needs
- If appropriate, interview clients to identify current needs your organization may not address

You may have categories

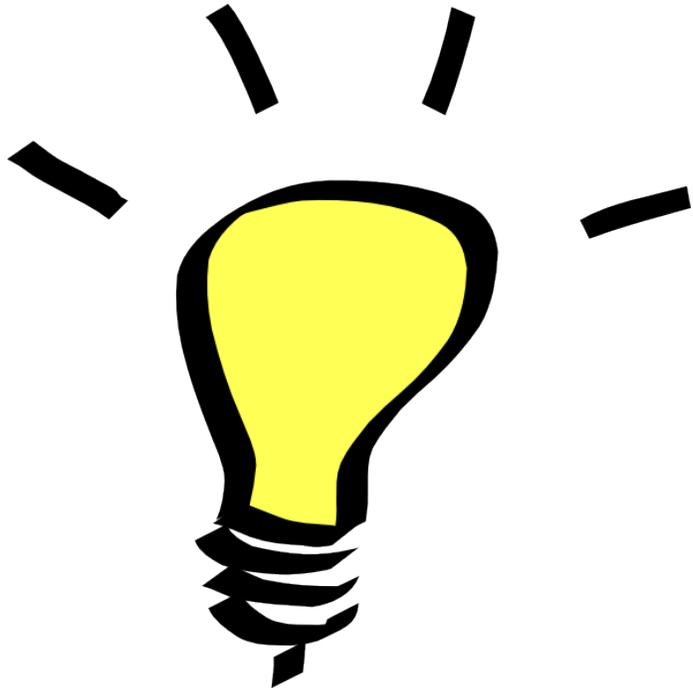
Single Items
– “one time
needs”

Items we
need
regularly

Items we
can accept
and sell

We have
enough
of...

Creative needs for...



- Auctions
- Staff recognition
- Volunteer recognition
- Office improvement
- Additional services
- Client needs

Then fine-tune your list

- Create a comprehensive list
 - Quantity
 - Quality
 - Preferred type or variety
 - Cost
- Reconfirm the list with staff



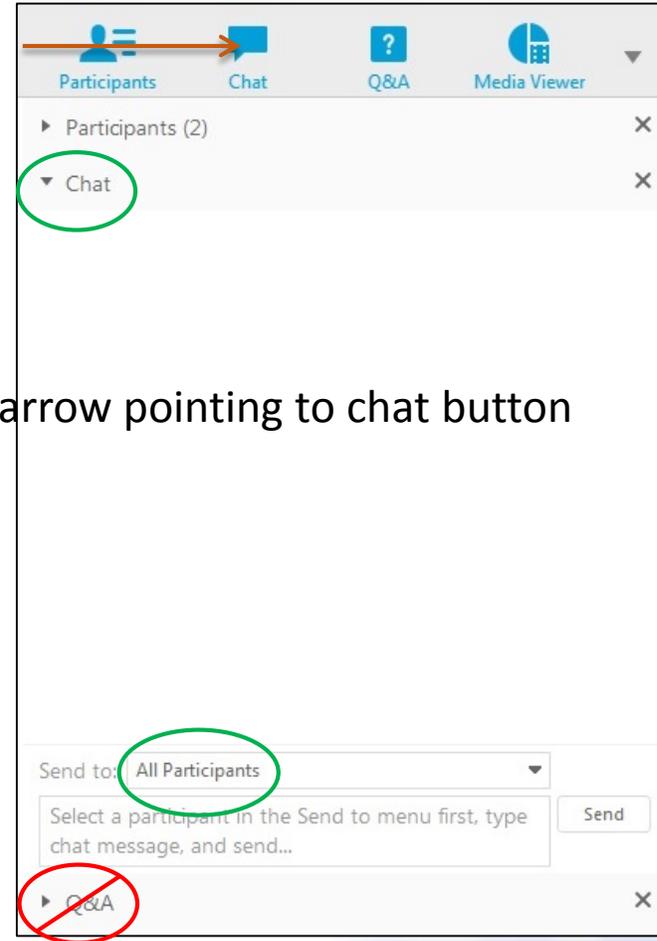
Chat

Why do you think it is important to clearly identify what your organization needs?

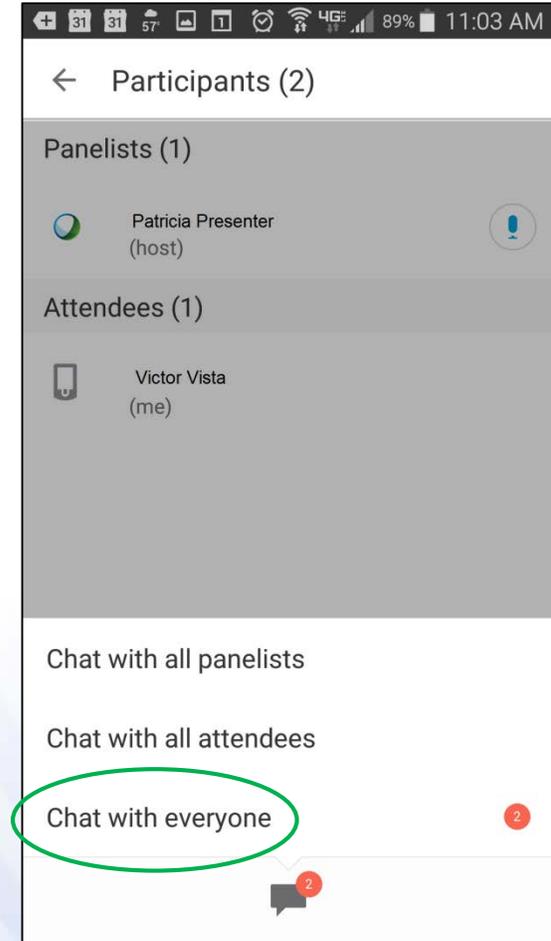
Click this button if you don't see the chat panel.

Screen shot of computer with arrow pointing to chat button

COMPUTER



MOBILE



Cautions for in-kind gifts

- Accepting things you don't need causes harm
 - Your organization becomes a dumping ground
 - You send a message that the poor don't deserve quality/excellence
 - It is costly to dispose of unusable/unneeded items



Tips to limit in-kind issues



- Publish and promote a wish list on your website.
- Add a disclaimer – “We can only accept items on this list”
- Train all staff & third party collectors
- Be prepared to ask questions when someone calls

Key questions to ask a donor on the spot



- How many items?
- What condition are they in?
- What year or style is it?
- Size?
- Then say – “Let me check to see if we can accept that”

In-kind donation campaigns



In-kind donation campaign

- Goal
- Timeframe
- Detailed item(s) description
- Collection plan
- PR plan
- Key messages
- Key people
- Training
- Approval
- Acknowledgement plan
- Partners



Making giving meaningful (campaign and request messaging)

- Someone who was cold last night will be warm tonight (blanket)
- A single mom can give her kids a Christmas they'll remember (toys)
- Our staff can work more efficiently and effectively for the cause (laptops)
- Help make their house a home (furnishings)

Empty shelf campaign



Goal

Timeframe

Detailed item(s) description

PR plan

Key message and & collection plan



“Imagine you’re in need of these products and seeing this at the food pantry. We just ran out of peanut butter and rice for our clients. Fill the shelves at www.yourcause.org/shelves”

Items and money campaign

SOCK DRIVE

HELP A LIFE GROW.

Now - September 3rd

Donate a pair of new men's, women's, or children's socks to benefit

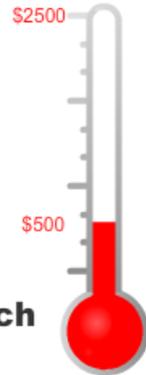
The Union Mission Ministries

www.unionmissionministries.org

757-627-8686



Central High School Drumline and Marching Band



Help Us Reach Our Goal

Back to School Backpack Drive

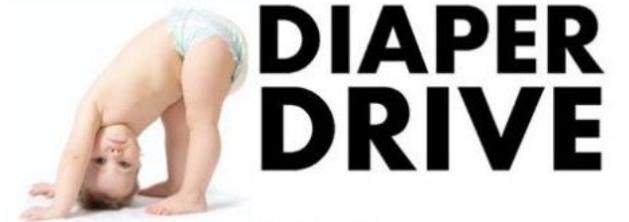
Brooklyn NAACP Education Committee will be collecting funds to buy & fill backpacks with the following supplies

- | | |
|-----------------------|------------------------------|
| Pencils | Crayons/Colored pencils |
| 2 pocket folders | Glue Stick |
| 3-ring binder | Highlighters |
| Arts & Craft supplies | Markers |
| Calculator | Pencil Cases |
| Notebooks | & any other related supplies |

EDUCATION is so important!

Your bookbag donation will benefit children in underserved Brooklyn schools, shelters & foster care homes. So many families are living below the poverty line and truly appreciate assistance preparing their children for school. Donate your financial contribution today & help one of these children get ready for their 1st day of school!

All donations must be made by Friday September 4th, 2015



DIAPER DRIVE

SATURDAY, SEPTEMBER 26TH

8 AM - 11 AM

GIANT FOOD STORE - HAMPDEN, MARYLAND

1020 W. 41ST STREET, BALTIMORE, MD

DID YOU KNOW?

- 1 in 3 American moms struggle to provide diapers for their babies.
- 1 in 5 moms cut back on food, utilities or other essentials to provide diapers
- 1 in 5 moms have extended the amount of time they leave their babies in wet or soiled diapers
- In extreme cases, moms have cleaned out and reused wet or soiled diapers.
- Moms miss work or school because day care centers do not accept children without enough disposable diapers

WE NEED DIAPERS, WIPES, & DIAPER CREAM

CANT MAKE THIS ONE? CONNECT WITH US ON

FACEBOOK & TWITTER TO HEAR ABOUT FUTURE DROP OFFS!



Facebook.com/ShareBabyMD



@diaperSHARE & @ShareBabyMD



@diaperSHARE & @sharebabyMD



Amazon wishlist



Current Wish List

Ask your friend to update this list

Add Friend

Filter & Sort ▾ Share



Everest Luggage Basic Backpack, Black, Medium

★★★★☆ (686)

\$9.99 ✓Prime

Size: One Size | Color: Black
In Stock. Offered by Amazon.com.
14 Used & New from **\$6.78**

“A backpack is the perfect gift for a youth graduating in June.” -YouthLink MN

Priority: Highest | Quantity: 50
Has: 6

Added March 28, 2016

Add to Cart

[Buying this gift elsewhere?](#)



Hanes Men's 5 Pack Ultimate Boxer Brief - Colors May Vary, Black/Grey Assorted, Medium

★★★★☆ (2,321)

\$21.96 ✓Prime

Size: Medium | Color: Black/Grey
In Stock. Offered by Amazon.com.
20 Used & New from **\$19.99**

“We are in great need of men's boxer briefs” -YouthLink MN

Priority: Highest | Quantity: 10
Has: 1

Added March 28, 2016

Add to Cart

[Buying this gift elsewhere?](#)

Collection boxes for 'drive'



Go big

- Partner with TV/radio
- Partner with sports team, concert, fair, festival (where there will be crowds)
- For every _____ donated you'll receive _____ (tickets, etc.)
- Empower others to act as collection sites for their office, neighborhood, etc.
- Provide tools (posters, language) to host their own drive

Speaking to people about your cause/need



- Speak clearly, smile!
- Introduce yourself
- Wear logo
- Have a simple progression – question, clarity, answer
- Rehearse
- Aim for 1/10

Thanking, Tracking and Giving Receipts



Thanking volunteers and donors

- Thank everyone you can, as personally as you can and as quickly as you can
 - Letterhead
 - Handwritten note
 - Phone calls
- Make it meaningful

Tracking volunteers and donated items



- Skilled volunteer service should be tracked for accounting purposes (\$X per hour based on standard rates)
- Only needed items that add value to the organization's asset base should be tracked for accounting purposes
- You can always check with a professional if you are not sure

Giving receipts for in-kind donations



- Important – the **donor has to determine fair market value** for their own tax purposes
- If assumed above \$5,000 in value, must be assessed by third party (IRS)

Sample language for in-kind receipts

- *“Thank you for your generous gift of _____ (Full Description) _____ which we received on _____ (Date) _____. Your generous contribution will help to further the important work of our organization.”*
- *“As a reminder, IRS regulations allow you to declare the value of your donation. If not for your generosity, we likely would have expended valuable resources for what you gave as an in-kind contribution. The dollars saved will support the programs and services we provide.”*

Checklist for in-kind contributions

- ✓ Is it something your organization needs?
- ✓ Is it in usable condition?
- ✓ Is the organization prepared to receive and manage the contribution?
- ✓ Was it skilled volunteering?
- ✓ Would it save our organization money?

Real-life scenarios



Story: Landing in a mess

- Donor offers downtown open lot
- Nonprofit accepts, processes ownership transfer



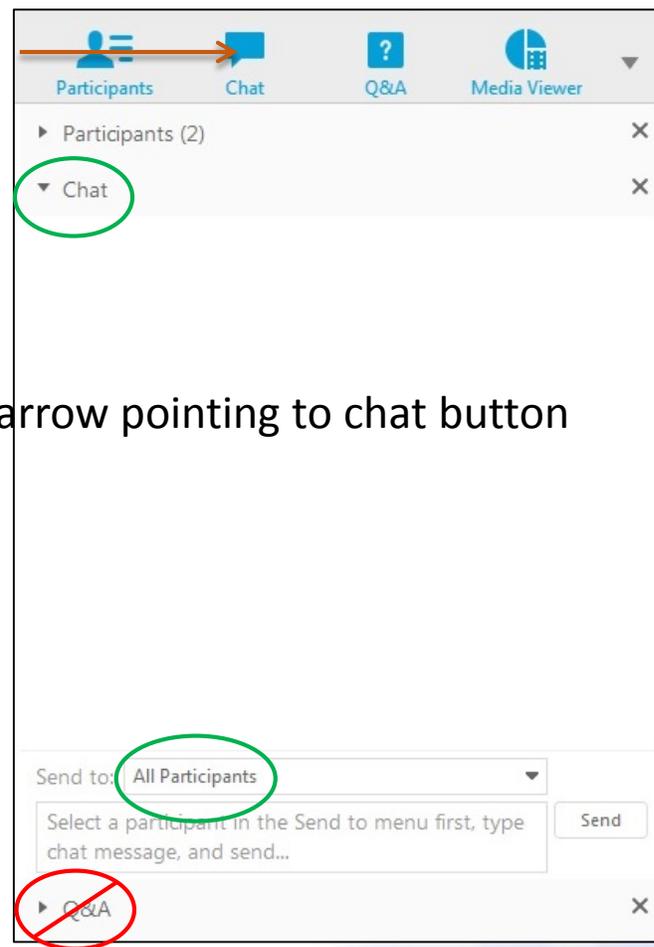
What would you do?

Click this button if you don't see the chat panel.

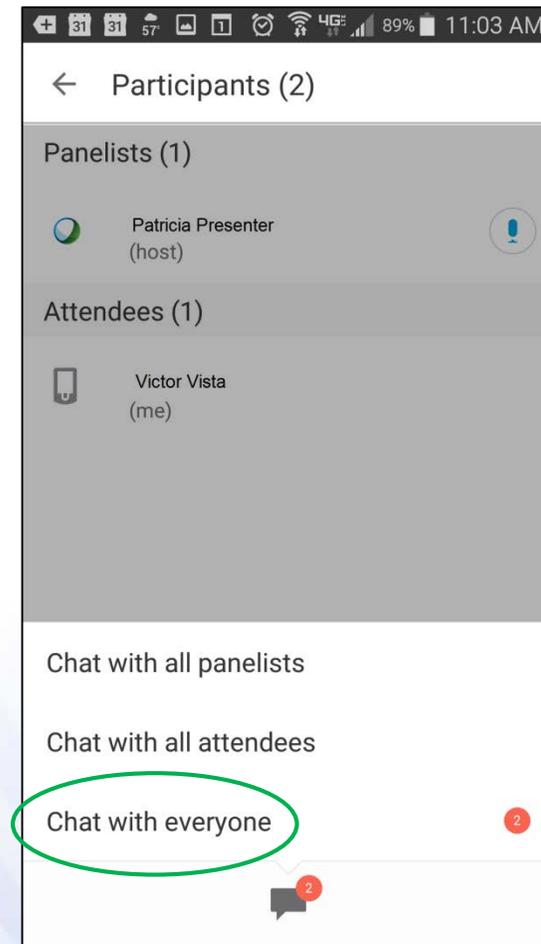
- We will examine a few scenarios related to in-kind contributions.
- Use the Chat panel to answer the related questions.

Screen shot of computer with arrow pointing to chat button

COMPUTER



MOBILE

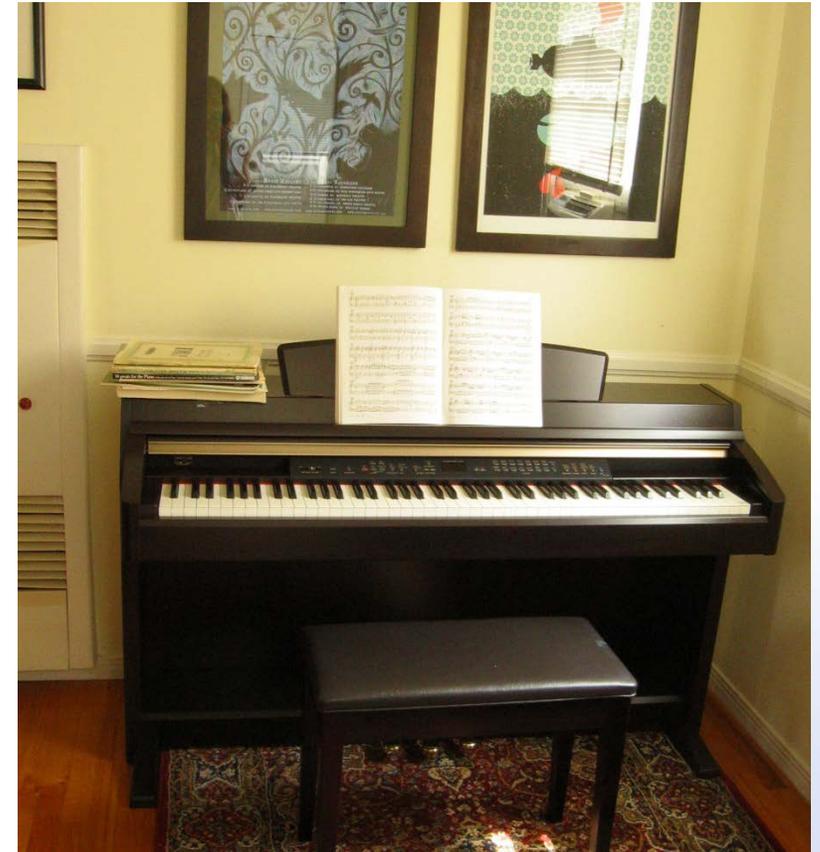


Scenario: Piano

A woman who is settling her mother's estate, calls and says, "We'd like to donate a piano to the school. When can you come pick it up?"

IN THE CHAT:

- What questions would you ask AND who would you ask?



Scenario: Artful lesson

- Donor donates pricey art
- Demands receipt for \$20,000

- What do you do?



Additional resources

- IRS.gov – publications 526, 561, Form 8283
- Your CFO
- Your auditing or accounting office (or firm)
- <http://www.nonprofitaccountingbasics.org>
- <https://www.pinterest.com/explore/food-drive/>



Department
of the
Treasury

Internal
Revenue
Service

Publication 561
(Rev. April 2007)
Cat. No. 15109Q

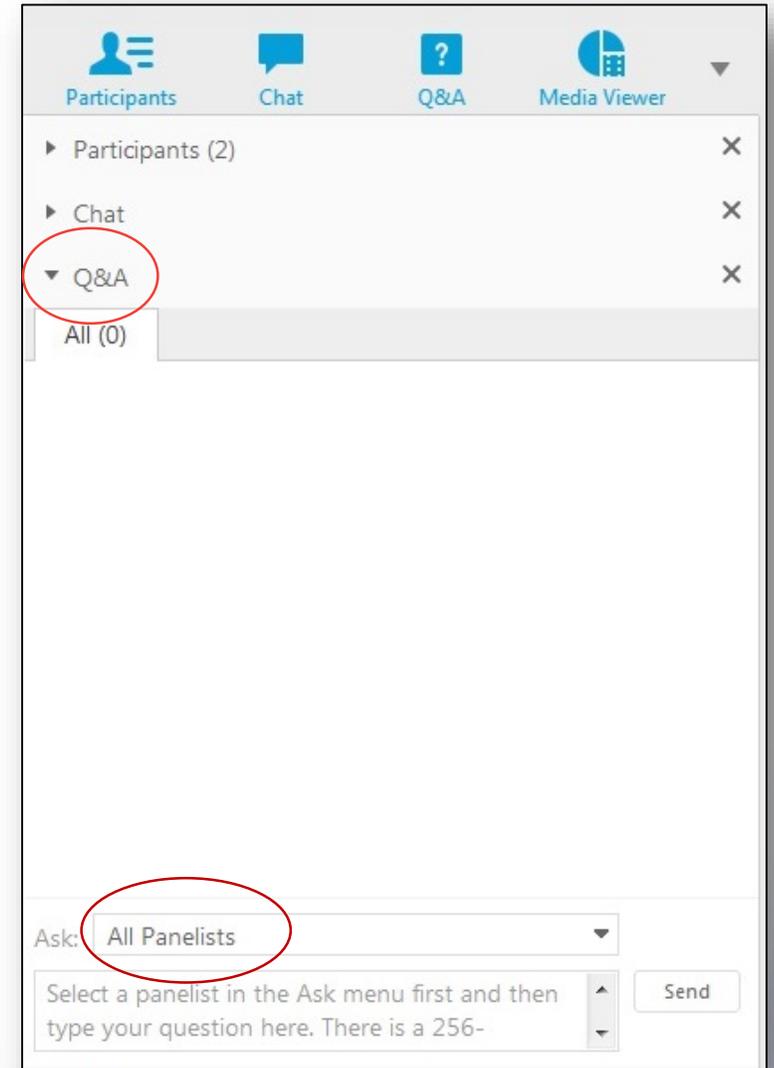
Determining the Value of Donated Property

Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions ?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



Thank You for Your Participation!

If you have further questions or for more information, contact us:
VISTAwebinars@cns.gov

Our next webinar:

Building Professional Networks for Service and Career – Jan 25

5 Steps to Assessing Community Needs – Jan 30

2:00pm Eastern

*Visit the Webinars for VISTAs page on the VISTA Campus
for a complete schedule of VISTA webinars*