



Common Interest Committee

FUNDRAISING TOOLKIT





What is the ISF?

The International Security Foundation (ISF) was founded in 2011 by the private sector members of OSAC to provide resources for OSAC's Common Interest Committees (CIC), comprised of Regional Committees and Sector Committees, and Country Chapters (CC). The ISF is a nonprofit 501(c)(3) organization that works with CICs and CCs to raise the funds needed to support their activities.



FAQs

Why does OSAC need ISF support?

The Federal Advisory Committee Act prohibits OSAC's Country Chapters and Common Interest Committees from receiving federal funding. ISF supports these OSAC groups by assisting with their individual fundraising activities and supplying grants when their fundraising activities fall short of their fundraising needs.

Who supports ISF?

Corporations, organizations, academic institutions, non-profits, NGOs and individuals may support ISF with a tax-deductible donation.

How are CIC programs financed?

All OSAC CICs are designed to be self-funded with the group's meetings and initiatives financed from among the group's general membership. It is the Steering Committee's responsibility to plan, budget and fundraise for any group activity that requires funding beginning at least six months prior to the meeting. Budgets for group meetings and initiatives shall be communicated to OSAC Headquarters.

The Steering Committee can utilize the ISF's Common Interest Committee (CIC) Sponsorship Program to collect sponsorships to support events. CIC Sponsorship Program information can be found [here](#). Organizations that sponsor an event through the ISF can be recognized for their tax-deductible donation.

How does a Steering Committee request an ISF grant?

In the event there is a shortfall of funds raised to cover all the event expenses, the Steering Committee, through OSAC's Program Office, may request a grant from the ISF to cover the shortfall. Grants are made possible thanks to the generosity of corporate donors to the ISF.

For the ISF to approve a grant request, or to sign a contract on behalf of the group, the following actions are required:

- The grant request to ISF shall be made at least one month prior to the meeting date.
- A meeting budget needs to be included with the grant application that includes a maximum number of attendees, catering costs, venue rental, AV costs, printing and any other potential expenses that will be part of the event. The budget should also include the amount of funds raised already for the event. Both the ISF and OSAC leadership agree that four months prior to the event is a sufficient time to prepare this budget.
- Prior to submitting a grant request, the Steering Committee needs to have made a good faith effort to raise funds for the event by sending out two direct appeals requesting sponsorship support for the meeting. The first appeal should be sent out six months prior to the meeting.
- The ISF Board Program Committee reviews and approves grant applications.

What if a CIC raises more funds than needed for an event?

The ISF acts as your banker, and all the funds that your CIC raises can only be used for your specific CIC. The sponsorships that you receive are "restricted donations" that the donor has designated to be used for your specific CIC. Therefore, if there are any remaining funds after all your event expenses have been paid, the ISF holds these funds in a reserve account for you to use for your next event. The ISF prepares a final financial report for your CIC after each event, so that you will have full transparency of how your funds were used and if there are any funds remaining to be used for a future event for your CIC.

Who pays for CIC name badges and the sponsor slides?

The ISF designs and pays for all CIC name badges and sponsor slides needed for your event. These expenses are 100% covered by the ISF. Of note, the ISF is no longer covering costs for playbills at events, as these are now available online.

What does the ISF do with the money raised for the annual ISF dinner?

While sponsorships for CICs are considered "restricted" donations, the sponsorships that the ISF receives for its annual fundraising dinner are considered "unrestricted." These unrestricted funds are used to support OSAC's Country Chapters and Common Interest Committees through the ISF Grant Program. Both CICs and CCs can apply for an ISF grant when they experience fundraising shortfalls for their events.



Tips on Successful Fundraising

Asking for money can be intimidating but remember – you’re inviting others to support something that you genuinely care about, something that has helped you and 1000s of other security professionals around the globe be more responsive and better prepared.

There isn’t one way to ask people to support your OSAC event. Asking for money is a very personal thing for each person, and how it’s done will differ, depending on your approach and style.

There are several things to keep in mind, though.

Make it Personal

Be ready to share how an OSAC event or participation in a Common Interest Committee (CIC) and/or Country Chapter (CC) have made a very real difference in your daily work. Think about a specific example and share it. The adage that “people give to people” is very true, especially when asking for support for an OSAC program.

Show, don’t tell, your prospect how the information-sharing and networking have made you better able to do your job and improved your company or organization’s security efforts.

Explain how their gift will be used (conference fees, etc.) but don’t dwell on the needs – focus on how your CIC or CC meets needs in partnership with OSAC. Donors want to know exactly where their donations will go and what impact their giving will have. Your personal story demonstrates how critical their support is.

Don’t Surprise Your Prospect

Be clear in your first phone call or email that you want to talk to the person about support for OSAC’s [name the specific CIC or CC for which you are seeking support]. Be

upfront and genuine about the deeper purpose of your invitation to lunch or phone, etc.

Be Specific in Your Ask

Avoid asking “So, do you want to help us? Whatever you can do is fine.” Know before you speak to the prospect how much you are going to ask for and say it. Also know what the donor benefits are for that level of gift.

If you don’t ask, the answer will always be no. Ask with pride – you’re already committed to the cause.

Try these phrases:

“Your support of the [CIC] event would have a tremendous impact on our region/industry. Would you consider a gift of \$10,000 and being a Gold Sponsor for our event?”

“I’m asking you to join my company in investing in our work with a donation of \$5,000.”

If you don’t give an amount, the prospect has to figure out what size donation is necessary. They don’t know what is needed for a successful OSAC event. You do. Help them out by making their job easier!

Embrace the Sound of Silence

After you make the ask, be quiet. And wait. Give the prospect time to consider his/her answer. Don’t fill the awkward silence (and it may be awkward) with excuses, such as: “But if that’s too much, I am sure whatever you can give is fine!”

Just let the ask hang there for a little. Solicitation can be a negotiation of sorts. Be prepared for it. Strategic silence is a good thing.



Practice Makes Perfect

Practicing the ask helps. It really does. The more you practice, the more you ask for money, the better you get! Practice saying the request out loud. It does make a difference.

Know Your Company's Policies

If you are asking your company for a donation, do your homework first. Check your company's website and/or human resources portal for any information on the procedure for asking for a gift. If the company requires a form, submit it. If you need more information on the ISF to submit with the form, you can find an **ISF-At-A-Glance** document to download on isf4osac.org/about-isf/.

Find out who the decision-maker is about corporate gifts and make sure that you contact that person.

Follow up is Everything

After the successful ask, be sure to send in a timely manner everything the donor needs to complete the gift. Send a personal note of thanks and be sure to report on how successful the event was. Again, share an impactful story about how their gift made a difference.

THE ISF TAX-ID NUMBER: 80-0719130

THE ISF CAN SUPPLY A COPY OF OUR W-9 FORM UPON REQUEST. CONTACT PEGGY O'NEILL, ISF EXECUTIVE DIRECTOR, AT PEGGYONEILL@ISF4OSAC.ORG.



200+ ISF-FUNDED PROGRAMS TO DATE



2019 ISF ENDOWMENT ESTABLISHED



EVERY CIC AND CC ARE ELIGIBLE FOR AN ISF GRANT



300+ ORGANIZATIONS SUPPORTING ISF



\$0 TO ATTEND AN OSAC EVENT

CIC Sponsor Benefits

Sponsor benefits apply only to OSAC in-person events. Sponsors of OSAC webinars will have their logo featured on a thank-you donor slide at the beginning and end of the webinar.

In-Person Events

\$10,000 PLATINUM SPONSORSHIP

- Logo on conference name badges
- Logo on event's mobile app landing page and on the mobile app "sponsors tab"
- Logo recognition for one year on the ISF website with hyperlink to organization
- Recognition in OSAC's Annual Briefing printed program
- Logo displayed on event backdrop screens during breaks
- Opportunity to introduce a conference speaker, with sponsorship mention in mobile app agenda
- Name recognition from the podium
- Sponsorship recognized in ISF newsletter, OSAC newsletter and ISF Annual Report

\$5,000 GOLD SPONSORSHIP

- Logo listed on event's mobile app "sponsors tab"
- Opportunity to introduce a conference speaker, with sponsorship mention in mobile app agenda
- Name recognition from the podium during event
- Logo displayed on event backdrop screens during breaks
- Sponsorship recognized in ISF newsletter, OSAC newsletter and ISF Annual Report

\$2,500 SILVER SPONSORSHIP

- Logo displayed on event backdrop screens during breaks
- Name listed on event's mobile app "sponsors tab"
- Sponsorship recognized in ISF newsletter, OSAC newsletter and ISF Annual Report

\$1,000 BRONZE SPONSORSHIP

- Name displayed on event backdrop screens during breaks
- Name listed on event's mobile app "sponsors tab"
- Sponsorship recognized in ISF newsletter, OSAC newsletter and ISF Annual Report

\$500 PATRON SPONSORSHIP

- Name displayed on event backdrop screens during breaks
- Sponsorship recognized in ISF newsletter, OSAC newsletter and ISF Annual Report

\$250 SUPPORTER SPONSORSHIP

- Sponsorship recognized in ISF newsletter, OSAC newsletter and ISF Annual Report

<https://isf4osac.org/support-isf/common-interest-council-sponsorship/>



Webinars

The ISF is excited to announce sponsor recognition at the beginning and end of OSAC webinars. This is a scaled-down sponsorship program compared to sponsorship of an in-person OSAC event. This is because of the limitations of what we can do over a USG platform.

Sponsors of webinars will have their logo on a sponsor slide that will be shown at the beginning and end of the webinar they are sponsoring, and a private sector CIC leader will acknowledge and thank the sponsor.

While we are not allowed to list the sponsor level on these slides, we can arrange the order of logos from Platinum level first, followed by Gold and Silver. Sponsors at the Bronze, Patron and Supporter levels will have their name listed on the sponsor slide in order of level of sponsorship.

Interested webinar sponsors can still use our CIC Sponsorship website link to purchase a sponsorship **here**.

Because there are no costs for webinars, the funds raised will be held in reserve for your CIC to use at your next in-person event. This is an opportunity to do some pre-fundraising activity for future in-person events.



Fundraising for CIC Events

There are a few ways that CICs can fundraise for their events:

- Designate a small group from your Steering Committee to be on a Fundraising Sub-Committee
- Send out at least two blast emails to the entire CIC membership group (required)
- Send targeted individual solicitations

Example of 1st Required Email Appeal:

Dear Members of OSAC's **CIC Name**,
We are incredibly pleased about our upcoming meeting scheduled for **Date** at **Location**. We plan to open registration in a few short weeks. In the interim, the **CIC Name** Steering Committee is working diligently to craft an agenda that features thought-provoking content on the myriad security challenges we all face. The Steering Committee is also making a concerted effort to carve out space and opportunity for what constituents repeatedly look to OSAC for – networking and making important connections with other professionals and practitioners.

In order to continue to provide these gatherings, we need your financial support. As you can imagine there are many costs associated with putting together the meeting, including the venue, catering costs, audio/visual assistance, and logistics – just to name a few. **In order to ensure that we can fund our upcoming conference and future ones as well, we ask that **CIC Name** members consider being a sponsor for the event. You can find the details for sponsorship at the International Security Foundation's (ISF) website here.** The ISF's work is critical to the support of OSAC and it dramatically expands OSAC's ability to support and promote the security of Americans and US companies around the globe.

Please feel free to reach out to Peggy O'Neill if you have questions about sponsorship peggyoneill@isf4osac.org. We look forward to seeing you soon and truly appreciate your consideration of sponsorship!

With gratitude and best regards,
CIC Leadership

Example of 2nd Required Email Appeal:

Dear Members of OSAC's **CIC Name**,
Planning for our next meeting, scheduled to be held on **Date** at **Location**, is almost complete.

We have always depended on your active participation and sponsorship to ensure we bring a conducive environment for networking among our constituents and to bring pertinent and important topics to our meeting's agenda.

To date several organizations have stepped up to sponsor this event and we would like to thank them for their generous support.

However, we are still in need of a few more sponsors to help us cover all the costs for our meeting. Information on sponsorship levels and benefits can be found here. Please feel free to reach out to Peggy O'Neill if you have questions about sponsorship peggyoneill@isf4osac.org.

We encourage you to consider becoming a sponsor for this event.

I look forward to hopefully seeing many of you at our upcoming event.

Sincerely,
CIC Leadership

On behalf of the International Security Foundation and OSAC, thank you to the CIC volunteers for your enthusiasm and hard work in securing outside funding for your event or program.

Your service strengthens the global security community in lasting, vital ways.

Questions?

Please contact Peggy O'Neill, ISF Executive Director, with any questions about CIC fundraising and sponsorships.

peggyoneill@isf4osac.org