



## Energizing the Seed-Funding Campaign Guidelines for Board Members and Volunteers

**First Step is Vital: Review the Need for a Strong  
Education Foundation, Especially the Video**

[Click for the Website Page that Tells the Story](#)

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Your role is to help arrange an explanatory meeting between Bill Corbin and a person you believe might have a heart for supporting Union City Schools and may have the financial resources to donate \$5,000 or more to support this cause.

All discussions are friendly, and the “spirit” is shared interest in our school and town. Many alumni feel that the school contributed to their success, and support for students of the future is an example of pay-it-back, pay-it-forward.

**It is not your role to “convince” a potential donor to take action.**

A decision will result naturally during and after the Bill Corbin discussion.

Your role is create enough awareness and interest that a prospective donor will listen to the need.

**Note that there are three potential outcomes, all positive, all zero pressure:**

- A decision to become a seed-funding supporter
- A decision to support the Foundation's work via a smaller amount
- Awareness of the Foundation and its work for a future donation such as planned giving.

**You are welcome to participate actively in the dialog, Examples:**

Make an initial phone call, encourage a visit to the website, especially the video

Actively help arrange the details of the Bill Corbin meeting

Sit in on the Bill Corbin discussion meeting.

**[Meetings are sometimes in-person, sometimes ZOOM.]**

**Interact Actively with Bill Corbin to assure understanding of your prospective donors interests and concerns.**

**Example of your introduction, but make comfortable for you.**

I've been staying in touch with the challenges facing our old home town and small town public education.

Long story short, without some help the students of the future just won't have the kind of opportunity we've had.

Would you be willing to talk with Bill Corbin, a 1962 grad who is heading up the help the school project? I really think you'll be interested in hearing this story.

**Contact Bill Corbin**

**317-691-1043—Bill Corbin@gmail.com**

*The term “seed-funding.” It is common for both new businesses and new not-for-profits that an initial amount of funding is needed to build the infrastructure that supports growth. “Seed funding” is descriptive of that idea.*