



HARBOR DISTRICT

MILWAUKEE

SWOT Analysis Highlights

STRENGTHS

- Community engagement/relationships significant and inclusive
- WALUP and how it came to be
- Strong reputation and innovative team with ability to navigate politics
- Mix of expertise on board and continuity of institutional knowledge over time
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WEAKNESSES

- Continual need to fundraise with reliance on a few key funders; few funders support economic development or environmental concerns
- Small and relatively new team with limited capacity to undertake new projects

SWOT Analysis Highlights (cont.)

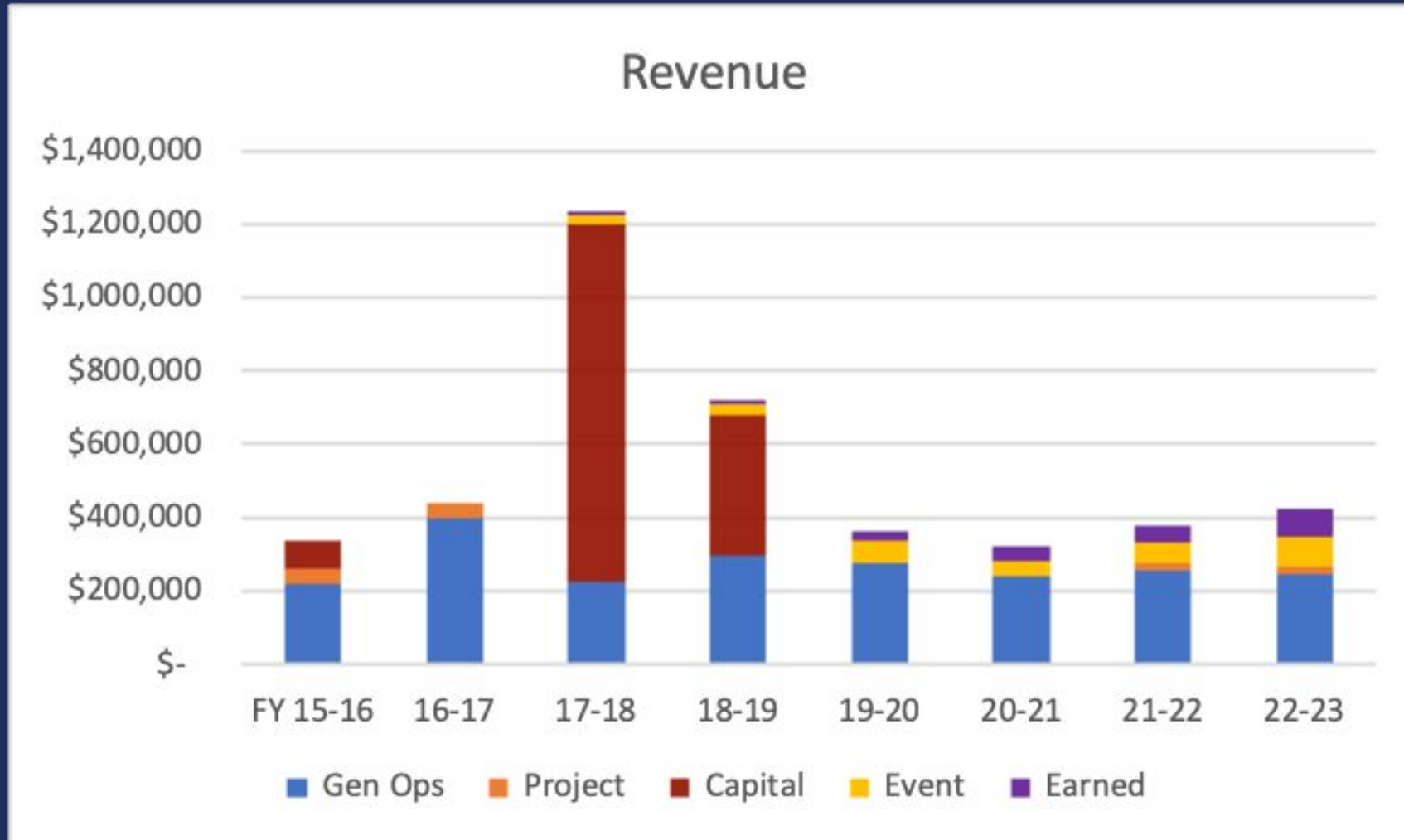
OPPORTUNITIES

- Access to Inflation Reduction Act (IRA) funds
- Recruitment of people to live in newly available housing
- Business development and diverse workforce
- Optimization of both Harbor District and the BID with better clarity of how each functions and complements each other

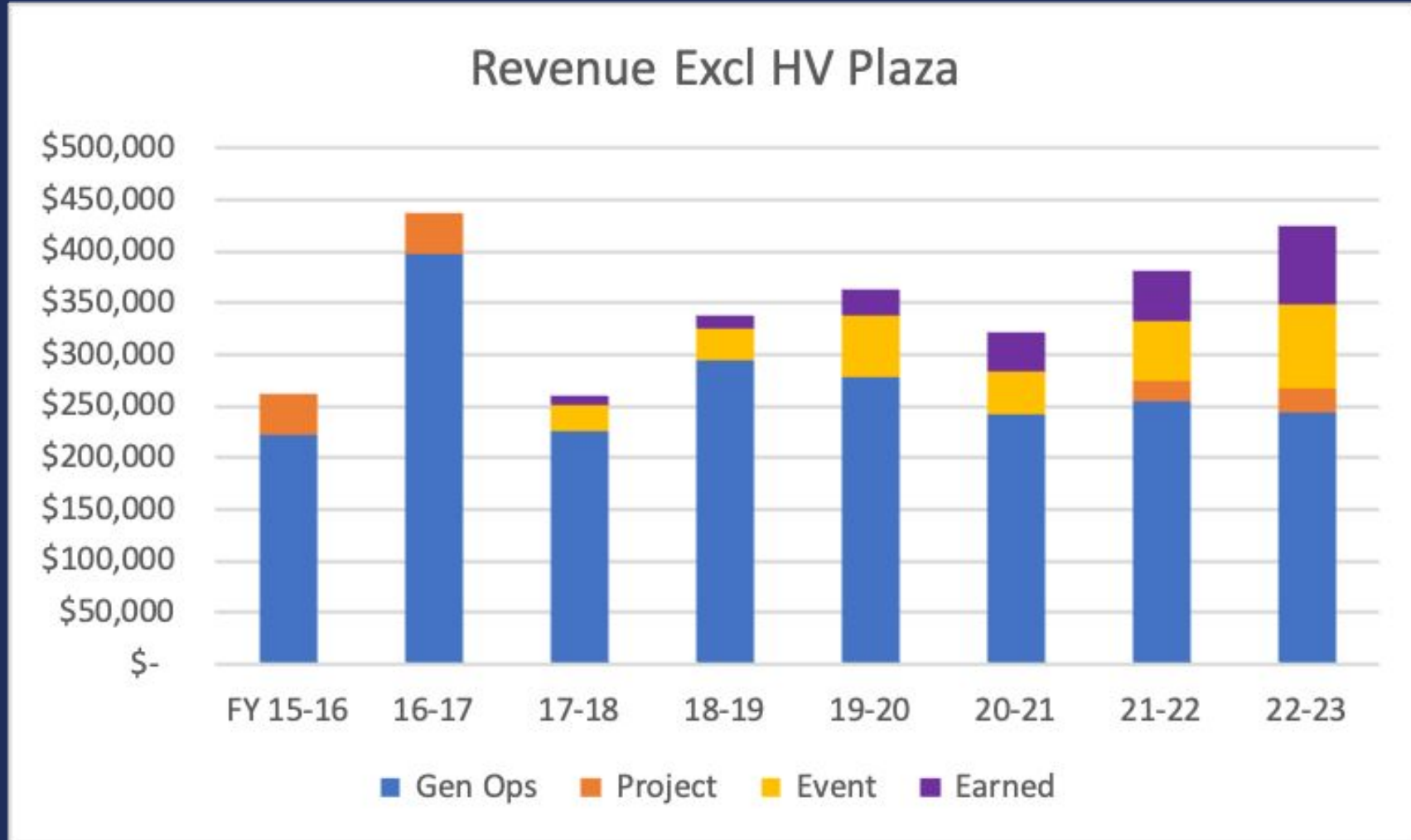
THREATS

- Looming potential for gentrification of the area and potential non-sustainability of new mixed income housing
- Competing visions of redevelopment
- Balancing a working waterfront with public access and environmental protection
- Low support from local philanthropy of economic development and environment

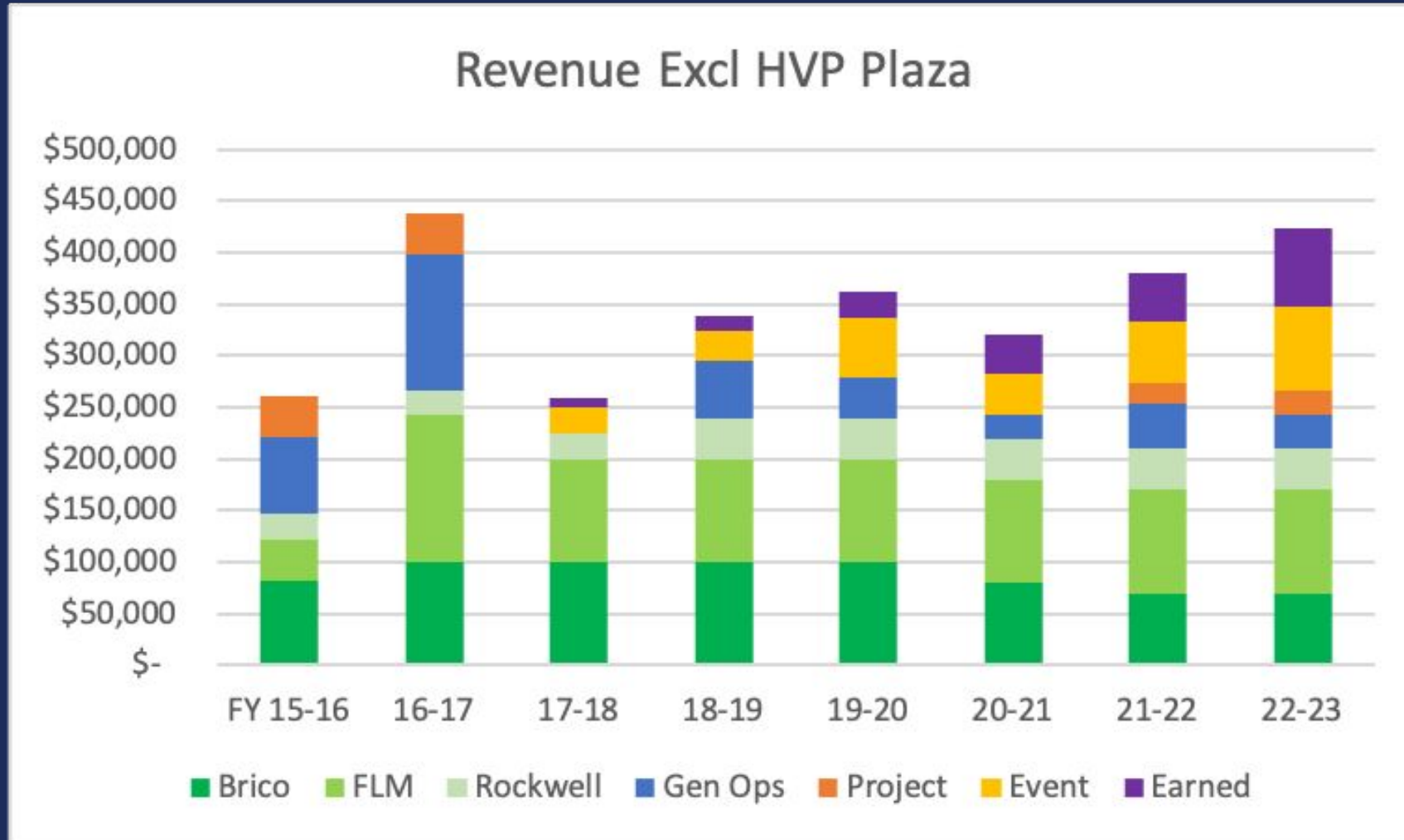
Harbor District Historical Funding



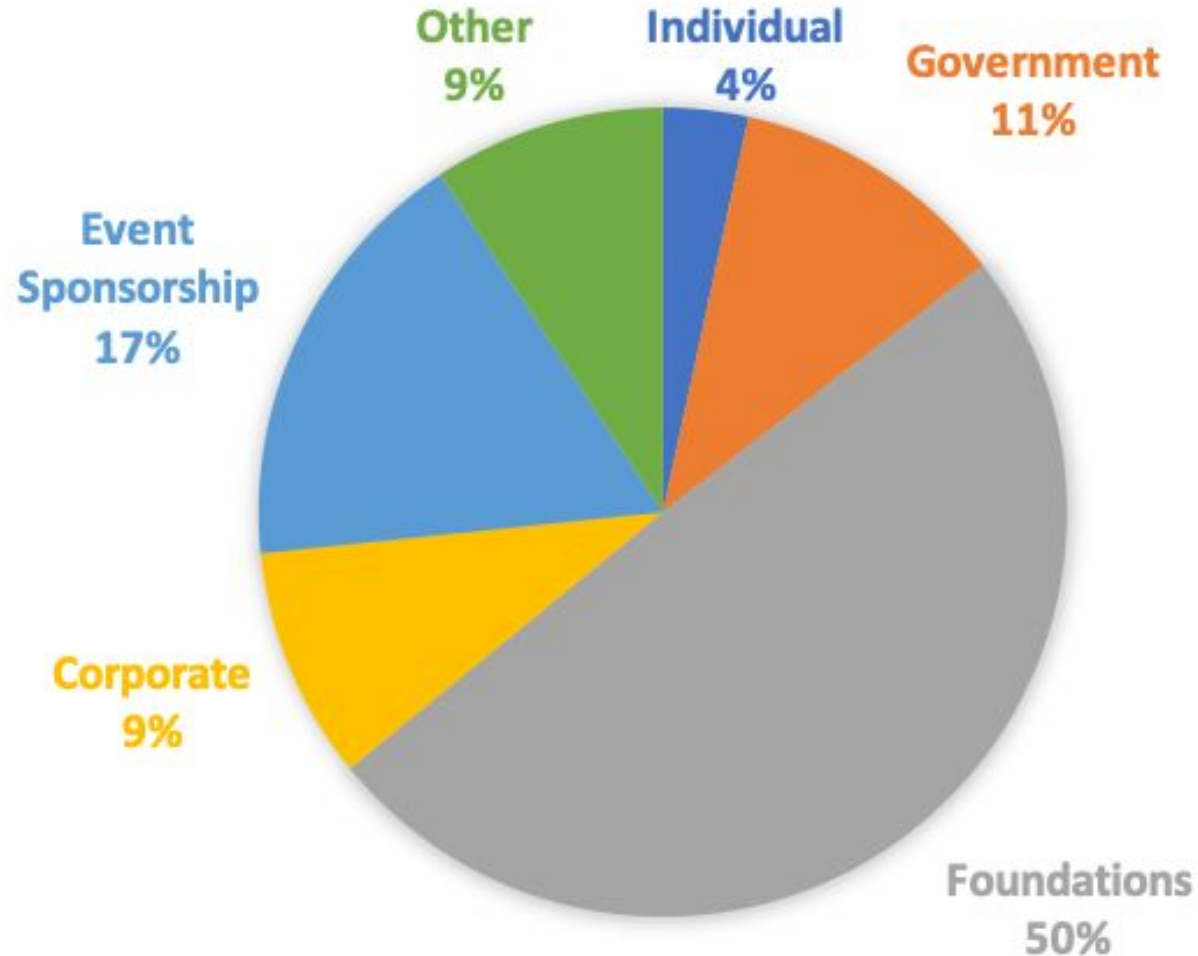
Harbor District Historical Funding



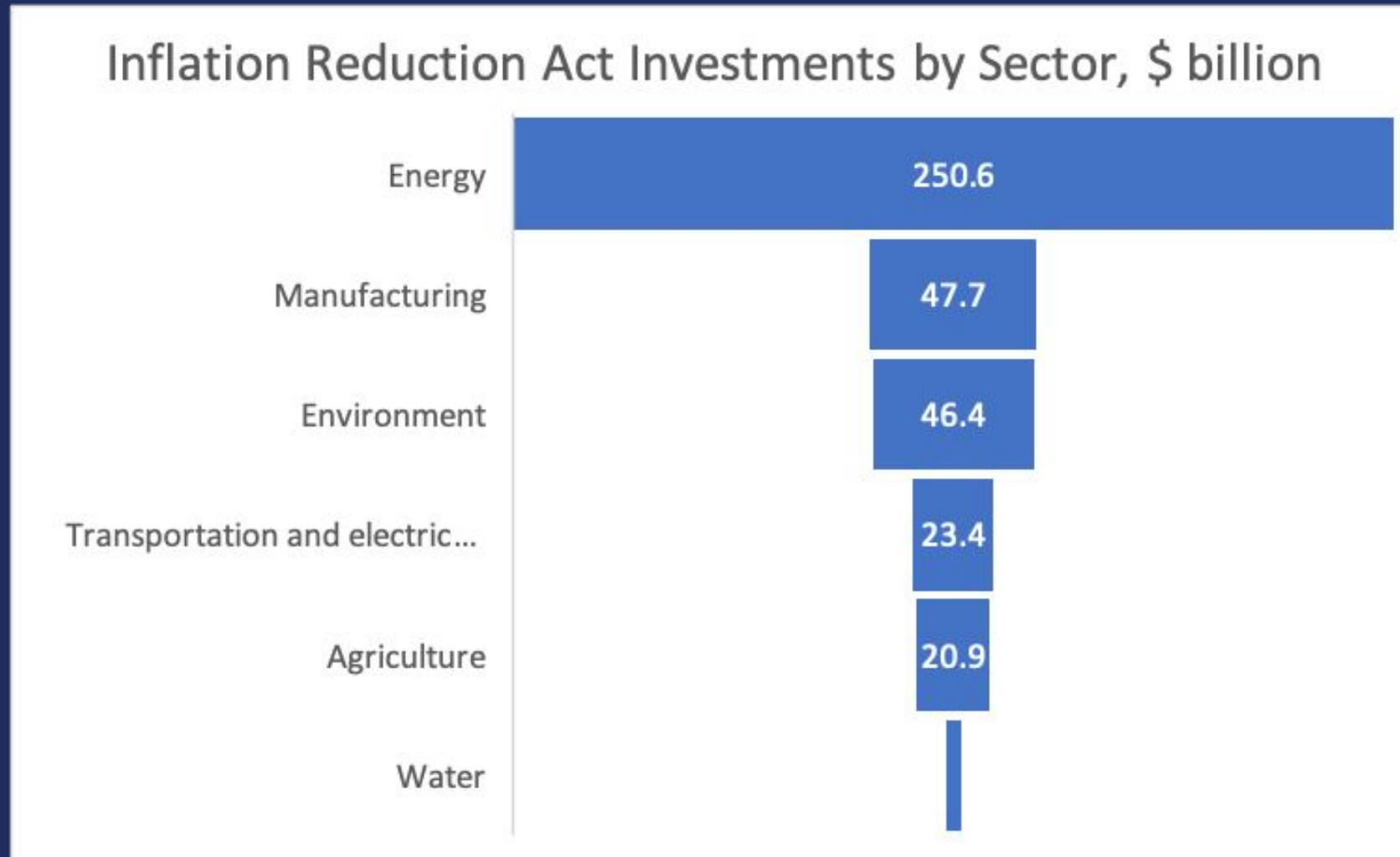
Harbor District Historical Funding



Harbor District Revenue Stream 23-24



Inflation Reduction Act



Most Promising IRA Resources

EPA

Solar for All - \$7B for rooftop solar in disadvantaged communities to up to 60 state, local, tribal and nonprofit applicants

Clean Communities Investment Accelerator - \$6B to 2 to 7 nonprofits to be announced Spring 2024

National Clean Investment Fund - \$14B to 2 to 3 national nonprofits (green banks, HFAs)

Clean Ports Program - \$2.25B to ports for zero-emissions equipment

COMMERCE (NOAA)

Climate-Ready Workforce - \$50M to 10 to 20 state, local, tribal, higher ed and nonprofit applicants; LOI due 11/30/2023; App 2/13/2024

Coastal Habitat Restoration & Resilience - \$45M to tribal, state, local and nonprofit applicants (max. \$3M); App 12/19/2023

Climate Resilience Challenge - \$575M; teamed with MMSD

Securing Federal Funds

- Time and capacity to apply
- Matching dollars
- Compelling, mission-based long-range plans that align with government program objectives
- Data that supports need and past performance
- Engaged stakeholders
- Good reputation among potential collaborators
- Internal controls and accountability
- Staff capability for implementation

Future Growth Opportunities



Core Governance Responsibilities

- Setting strategic direction
- Ensuring the necessary resources
- Providing oversight
- Achieving mission
- Ensuring organization's viability

Board Member Roles

- Determine mission and purpose
- Select, support and evaluate the chief executive
- Ensure effective planning
- Monitor and strengthen programs and services
- Provide financial oversight
- Build a competent board
- Ensure legal and ethical integrity
- Enhance the organization's public standing by being able to articulate the mission and being an advocate
- *Secure adequate financial resources for the organization to fulfill its mission*

How to Grow a Culture of Philanthropy

- Provide training to all Board members on how to support the organization's fundraising
- Establish a Development Committee drawn from the board and external supporters to champion the organization in targeted philanthropic activities.
- Develop and use a "Case for Support," including a set of priorities and descriptive language that all staff and Board members use to ensure consistent messaging.

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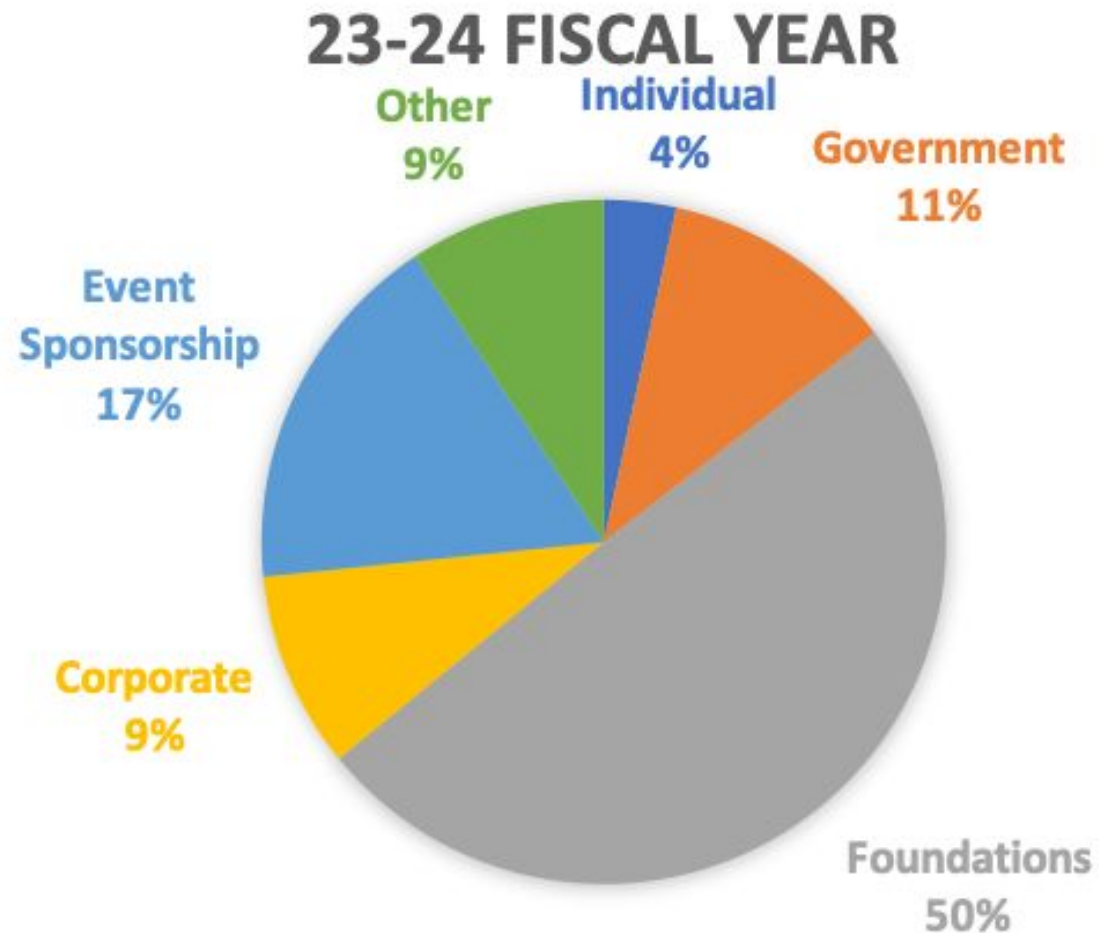
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- Enhance the importance of the role and activities of the Development Committee by setting goals for a new level of major giving.
- Assign names on donor prospect lists to individual members of the Board and the Development Committee and provide staff assistance in developing a cultivation plan for each prospect.
- Focus on long- term relationship management; thoughtfully and intentionally engage donors and prospective donors to deepen their engagement and motivate them to give at higher levels.

Nonprofit Fundraising Revenue Sources

- Individual Donors
- Government
- Foundations
 - Corporate
 - Private & Family
 - Community
- Corporate Sponsorships
 - Table Purchase
 - Matching Gifts
- Events
 - Sponsorships
 - Tickets
 - Auction
 - Raffle
- Nonprofits that support Member Groups (eg. United Way, UPAF)

Harbor District Fundraising Revenue Distribution



Why do people give?

- Tax deduction
- Connection to nonprofit
- Religion
- Make the community a better place
- It makes them feel good
- *Because someone asked them*

What Board Members Can Do to Support Fundraising and Development

- Know the **Case for Support** to the Milwaukee Harbor District
- Be able to tell your own story about why you give
- Make your own gift first
- Enlist your employer's support when possible
- Invite personal and professional contacts to Harbor District events
- Share names of prospective donors and help the staff team develop a relationship building plan

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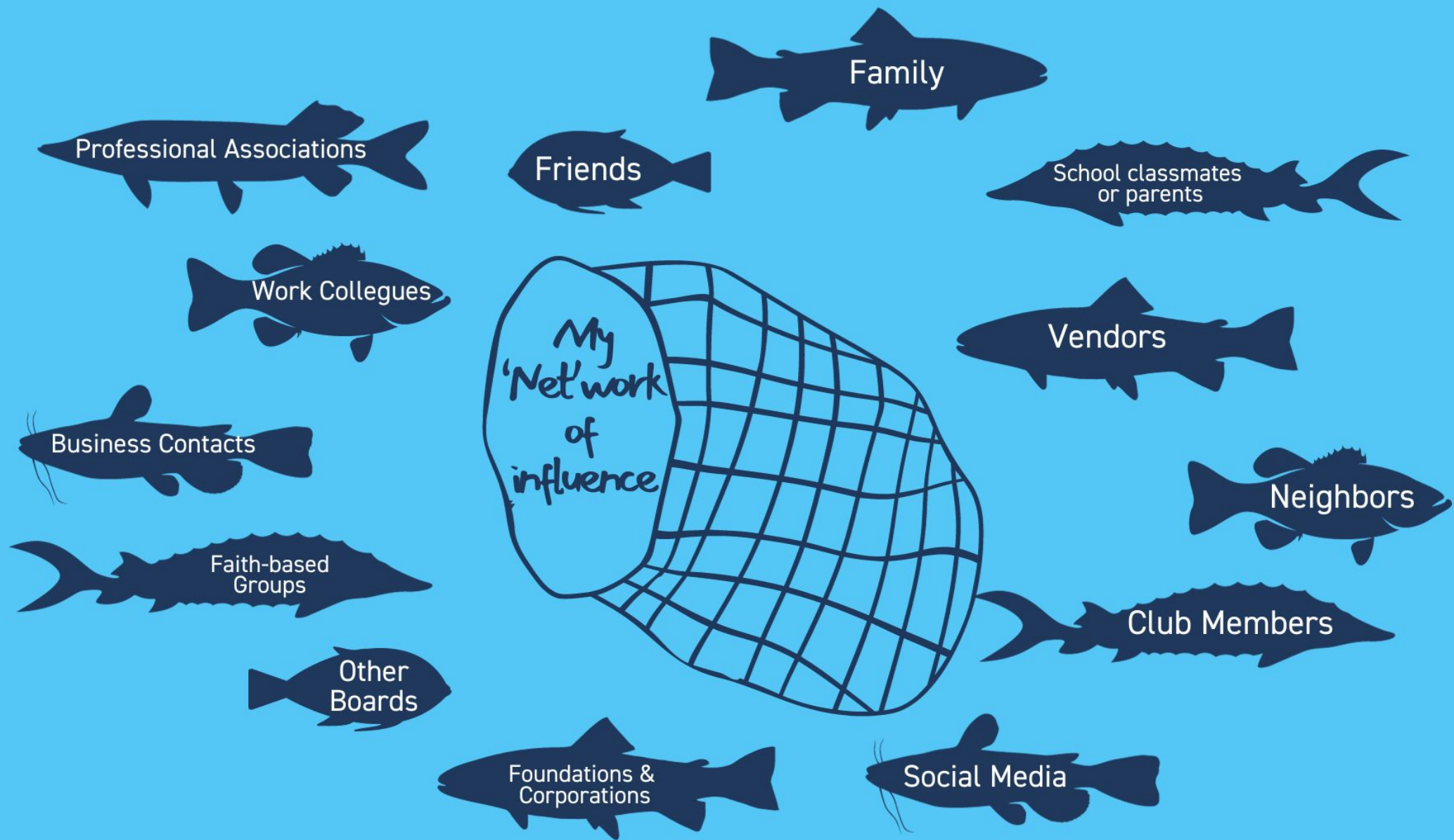
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- Write personal thank you notes to donors you know
- Join staff in cultivation, solicitation and stewardship visits with potential and past donors
- Learn all you can about the donor so you can tailor your visit
- Lean on staff for help

Identifying and using your connections

- Fund development is so much more than fundraising. It's also friendraising.
- Fundraising succeeds because of authentic relationships, and...
- Authentic relationships are not transactional

Think about your circle of influence ...



First-hand experiences that can help board members prepare to tell their story ...

- Visit the Harbor District neighborhoods and office
- Attend a Harbor District event
- Volunteer
- Be familiar with the organization's website and current work
- Follow and share Harbor District social media

Practice Telling the Harbor District Story

- Before you can tell a compelling story, think about yourself.
- Why did you join the Milwaukee Harbor District board?
- What do you care about most about the Milwaukee Harbor District?
- What first-hand experiences do you have that can help you talk about your relationship with the Milwaukee Harbor District?
- What aspect of the Harbor District's work are you most comfortable talking about?

Take a few minutes to think of your answers to these questions, then turn to the Board member on your right and share.

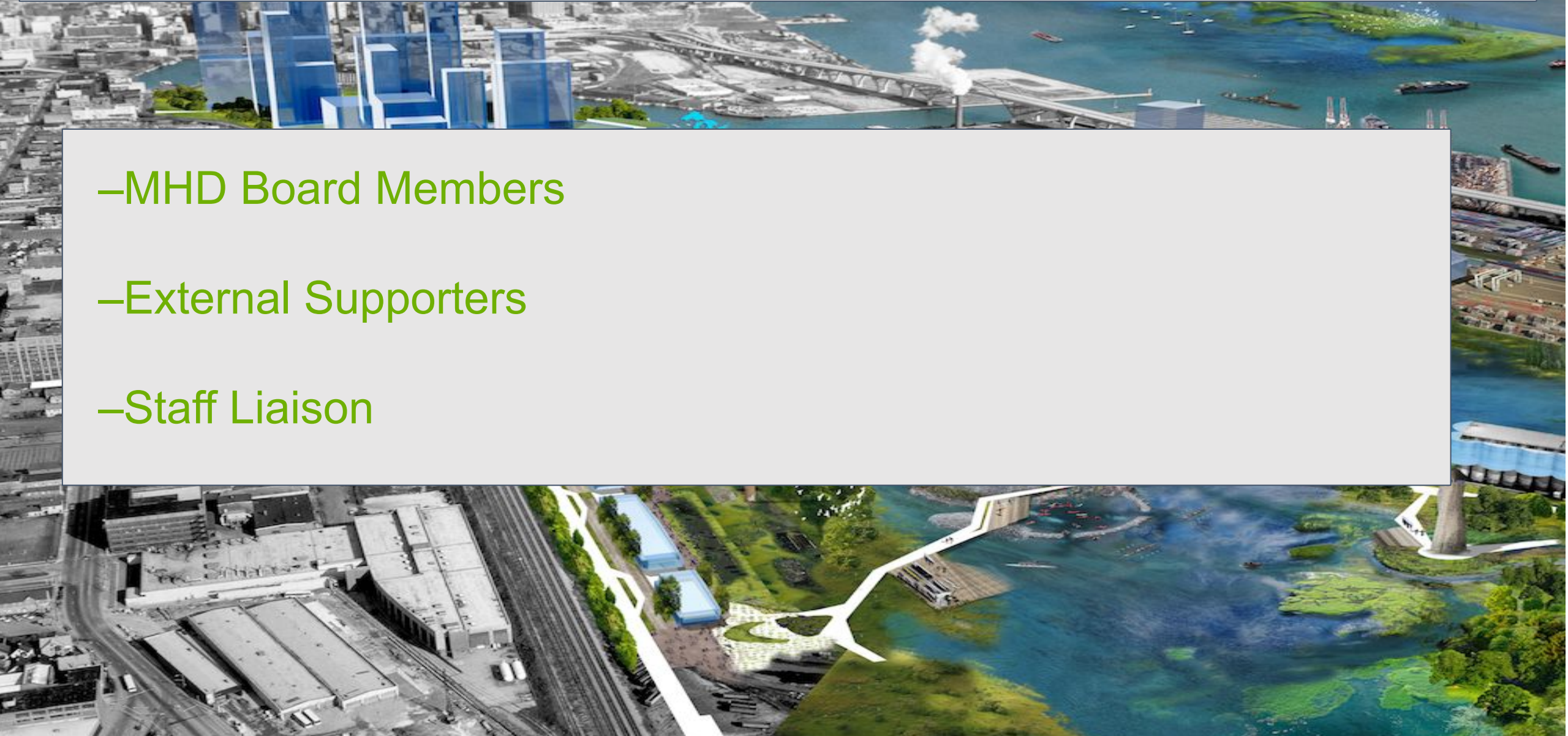
Take a moment to think about and jot down a few notes on ...

Three stories about the Milwaukee Harbor District or your experience as a Board member that you can keep in your back pocket to share with your circle of influence.

Turn to the Board member on your left and share those stories

Harbor District Development Committee

- MHD Board Members
- External Supporters
- Staff Liaison





Let's Kick-Off A
New Era by
Matching the GMF
\$25,000 Grant

