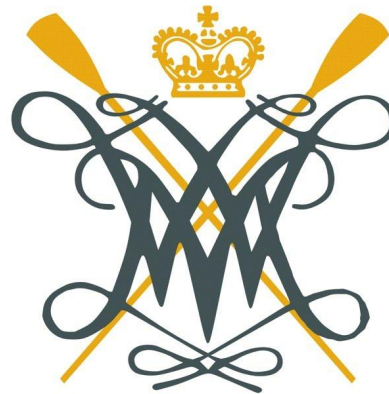


Overview of the Relationship between FWR & WMRC

2/10/2013



What is FWR?



- 501 (c)(3) non profit organization
- Alumni organization for WMRC
- Membership also includes parents, former coaches
- Leadership
 - 12 Directors elected to rotating terms of 3 years
 - 4 Directors are elected annually to Executive Offices
- Why are we necessary?
 - More than donors: advocates and advisors
- Why not just donate to WM's Development account?
 - Fewer financial limitations on FWR gifts

What has FWR done in the past?

- Parent booster organization
- Help create WBC
- Boathouse
 - Fundraising campaign
 - Securing location through James City County
- Surge! newsletter
- Equipment purchases: boats, oars, etc.
- Aid in coaches interviews and hiring process



FWR's Campaigns & Financial Update

- Subscription campaign
 - Automatic monthly contributions through paypal
 - Current progress
- Endowment Fund
 - Principle stays intact, but you collect the interest every year.
 - Current progress
- WMRC Wishlist



New 8+
Price: \$27,000

[Donate](#)



Donate Other Item:

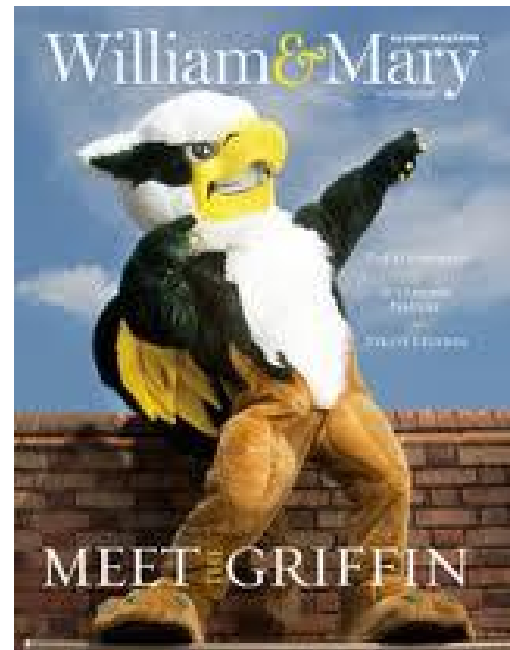
Item Name

\$ 0.00

[Donate](#)

FWR's Current Projects: Other Donation Drives

- Pint glass donation
- NCAA Bracket Pool
 - 10 dollar buy in, winner gets WMRC prizes
 - Extend to other fantasy sports
- Expanding donor base
 - WM Alumni Magazine
 - Try to get news coverage
 - Page advertisement



FWR's Current Projects: Website

- Williamsburgrowing.org
 - Why is an up-to-date website important to fundraising?
 - Keep people invested
 - Reward previous donors/stakeholders
 - Legitimize our organization
 - Switched to wordpress for ease in updating
 - Linked to facebook, twitter
 - Posts can be published at a later date
 - Easy access to all donation campaign information
 - Archives
 - Photo archive of over 4,000 photos
 - Race results back to 1996

What can FWR do for WMRC?

- Long term financial planning
 - Prevent feast or famine cycle
- Disburse funds for purchases
 - \$1500 for equipment this year
- Advise
 - Many former WMRC Leaders in FWR
 - Institutional memory and assisting with transitions
 - Oversight of finances through mint.com
- Network
 - Helped find Graham and Jason
 - Advertise for WMRC rowing camp

What can WMRC do for FWR?

- Update and share contact info
- Schedule events together
- Inform current rowers of FWR
 - Attend FWR's annual meeting, join FWR, like on facebook
- Keep collaborating on Surge/Backsplash
- Frequent and personal updates from coaches
 - Keep FWR membership informed and invested in the team
 - Explain the stories behind the results
 - Give boat line-ups
 - See 2009 Dad Vail's Coach's Summary for example