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:

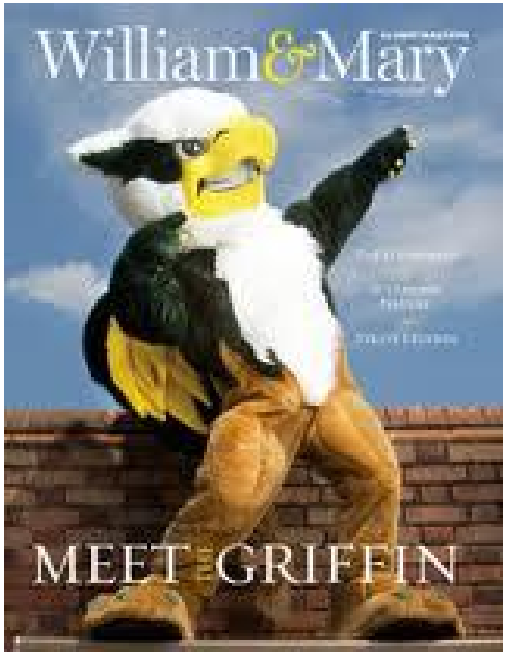
Item Name

$ 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