

## **Fund Raising Procedures**

### **1. PURPOSE**

The Old Dominion Squadron must raise funds to operate and maintain its aircraft. Moreover, any local airshow the Squadron's hosts will require significant fund raising support. In addition, the Old Dominion Squadron is developing plans for a unique World War II themed flying museum/hangar complex in the Hampton Roads geographic area as a permanent home. This SOP addresses fund raising for all these Squadron activities.

### **2. GENERAL INFORMATION**

The Old Dominion Squadron Flying Museum Complex facility will be used to display flyable military aircraft, period artifacts, and historic documents. It will serve the community as an educational center by preserving the region's history of World War II aviation for people of all ages. The Old Dominion Squadron's goal is to establish this flying museum by the year 2010.

### **3. SPECIFIC GUIDELINES**

#### **3.1 Sponsorship Programs**

The Old Dominion Squadron has established the following programs to support its fund raising requirements:

- Grant Writing
- Corporate Membership, Sponsorship and Individual Contributor
- Endowment

#### **3.2. Strategy**

The fund raising strategy to support this vision is a three-tier approach.

##### **2.1.1 Tier 1 - Grants**

Tier 1 of the strategy obtains grants to support major projects, such as the museum complex construction, and aircraft acquisition, restoration and repair.

### **2.1.2 Tier 2 - Corporate, Sponsorship and Individual Contributors**

Tier 2 consists of the Corporate Membership, Sponsorship and Individual Contributor Program with corporate matching funds and services; the Endowment Program; and the Specialty Sales Program. These programs support flying museum complex operations, aircraft restoration and maintenance and Old Dominion Squadron air shows, public events and projects.

### **3.2.3 Tier 3 - Sustainment and Event Support**

Tier 3 is Sustainment and Event/Project Support. This tier uses funds generated by air show appearance fees, Post Exchange (PX) sales aircraft tours, etc. to support Old Dominion Squadron administration and operations.

## **3.3 Grant Writing Program**

The Old Dominion Squadron has established a Grant Writing Program to support flying museum complex acquisition.

### **3.3.1 Sources of Grants**

Sources of grants include:

- Federal government agencies
- State government agencies
- Local government agencies
- Corporate foundations
- Community foundations
- Private foundations

### **3.3.2 Grant Writing Steps**

The following steps will be used in grant writing:

- Detail organizational needs appropriate for grant application.
- Identify potential funding sources.
- Identify and cull the best potential funding sources.
- Develop introductory literature.
- Target high potential funding sources through letters of inquiry and telephone conversations.
- Obtain grant guidelines from high potential funding sources.
- Develop and submit proposals to final funding sources.

### 3.3.3 Grant Proposals

Proposals will include:

- A summary of the proposal, including the amount of the request.
- Old Dominion Squadron organizational information to include a historical background, personnel, budget and significant accomplishments.
- A “needs statement”, which delineates the need, explains the impact of not satisfying the need and details the proposed solution. When addressing the Squadron’s requirement for a Flying Museum Complex, the following points must be covered:
  - Proposed location of the museum complex.
  - Proposed purchase or lease of land.
  - ◀ Proposed facilities to be constructed, e.g., flying museum complex hangar(s) with aircraft displays, library, art gallery, meeting facilities, Squadron offices, aircraft restoration bay, aircraft maintenance facility, PX, storage, kitchen, rest rooms, etc.
  - ▶ Risk analysis.
  - ▲ Market survey results.
  - ▼ Advantages of the solution.
- Goals and objectives, including an objective accomplishment timeline.
- Proposed funding request, including a detailed budget and budget narrative with estimated total costs.
- Appendices to any grant proposal will include:
  - Tax exempt letter.
  - Audited financial statement.
  - ◀ List of Old Dominion Squadron Officers (Board of Trustees).
  - ▶ Recent publicity (newspaper and magazine articles).
- Tables, graphs and statistics supporting the need.

### 3.4. Corporate Membership, Sponsorship, and Individual Contributor Program

#### 3.4.1 Corporate Membership

The Old Dominion Squadron has established a Corporate Membership Program to provide a vehicle for charitable contributions to support Squadron operations, aircraft maintenance and restoration, Old Dominion Squadron air shows, public events and projects.

#### **3.4.1.1 Categories**

- a. Gold Wings. Cost \$1,000 annually. Two memberships in the CAF with two memberships in the Old Dominion Squadron (value \$500). CAF uniforms and accouterments can be obtained at extra cost.
- b. Silver Wings. Cost \$500 annually. One membership in the CAF with one membership in the Old Dominion Squadron (value \$250). CAF uniforms and accouterments can be obtained at extra cost.
- c. Bronze Wings. Cost \$250 annually.

#### **3.4.1.2 Responsibilities**

- a. Support the goals and objectives of the CAF and the Old Dominion Squadron.
- b. Participate in Old Dominion Squadron events, e.g., air shows, the annual hangar dance, guest speaker/dinner functions, etc.
- c. Support Old Dominion Squadron projects, e.g., museum complex acquisition and maintenance, aircraft restoration and maintenance, Martin dorsal turret maintenance, etc.
- d. Increase awareness of the CAF and the regional activities of the Old Dominion Squadron throughout the Southeast Virginia business community.

#### **3.4.1.3 Benefits**

- a. Free publicity in "The Taildragger" Old Dominion Squadron newsletter, published monthly, with a distribution of over 100.
- b. Free publicity in Old Dominion Squadron event Program Brochures. Gold Wing members - full-page; Silver Wing members - ½ page; Bronze Wing members 1/4 page.
- c. Free publicity in the Old Dominion Squadron's webpage at [www.olddominionsquadron.org](http://www.olddominionsquadron.org).
- d. Free admission and VIP parking at Old Dominion Squadron sponsored air shows and public events.
- e. Gold and Silver Wing corporate members receive a free flight in Squadron aircraft, subject to aircraft availability and insurance restrictions.
- f. Recognition at Old Dominion Squadron speaker/dinner events.

- g. Gold and Silver Wing corporate members receive a CAF member discount on PX items.
- h. Charitable contribution (501(c) 3) tax deduction.

### **3.4.2 Corporate Sponsorship**

The Old Dominion Squadron has established a Corporate Sponsorship Program as a vehicle for charitable contributions to support a specific flying museum exhibit or Old Dominion Squadron aircraft restoration or maintenance activity, event, or project.

#### **3.4.2.1 Categories**

- a. Aircraft sponsor. \$1,500 or more. Amount varies by aircraft.
- b. Exhibit sponsor. \$1000 or more.
- c. Event sponsor. \$500 or more.
- d. Project sponsor. \$100 or more.

#### **3.4.2.2 Responsibilities**

- a. Support the goals and objectives of the CAF and the Old Dominion Squadron.
- b. Participate in the sponsored Old Dominion Squadron aircraft restoration or maintenance activity, event or project.
- c. Increase awareness of the CAF and the regional activities of the Old Dominion Squadron throughout the Southeast Virginia business community.

#### **3.4.2.3 Benefits**

- a. Free publicity in "The Taildragger" Old Dominion Squadron newsletter, published monthly, with a distribution of over 100.
- b. Free publicity in Old Dominion Squadron event Program Brochures. Aircraft sponsors - full page; sponsors of an event or project of \$500.00 or more - ½ page; sponsors of an event or project of \$200.00 or more 1/4 page.
- c. Free publicity in the Old Dominion Squadron's webpage at [www.olddominionsquadron.org](http://www.olddominionsquadron.org).

- d. Aircraft sponsors. Name of individual or corporation prominently displayed on a placard adjacent to the aircraft or other suitable location during air shows and public events (no logos or advertisements).
- e. Aircraft sponsors and sponsors of an event or project - free admission and VIP parking at Old Dominion Squadron sponsored air shows and public events.
- f. Recognition at Old Dominion Squadron speaker/dinner events.
- g. Charitable contribution (501(c) 3) tax deduction.

### **3.4.3 Individual Contributor and Corporate Matching Funds**

The Old Dominion Squadron has established an Individual Contributor and Corporate Matching Funds Program as a vehicle for charitable contributions to support a specific flying museum exhibit or Old Dominion Squadron aircraft restoration or maintenance activity, event or project.

#### **3.4.3.1 Categories**

- a. Aircraft contributor and matching funds. \$300 or more.
- b. Exhibit contributor and matching funds. \$200 or more.
- c. Event contributor and matching funds. \$100 or more.
- d. Project contributor and matching funds. \$50 or more.
- e. Services contributor and matching funds or in-kind or pro bono services, e.g., printing, hotel rooms, van rental, air show/event facilities or equipment, etc.

#### **3.4.3.2 Responsibilities**

- a. Support the goals and objectives of the CAF and the Old Dominion Squadron.
- b. Increase awareness of the CAF and the regional activities of the Old Dominion Squadron throughout the Southeast Virginia business community.
- c. Enlist corporate support to provide funds or services to match individual contributions.

#### **3.4.3.3 Benefits**

- a. Free publicity in "The Taildragger" Old Dominion Squadron newsletter, published monthly, with a distribution of over 100, to individual contributor and corporation providing matching funds or services.

- b. Free publicity in the Old Dominion Squadron's webpage at [www.olddominionsquadron.org](http://www.olddominionsquadron.org).
- c. Recognition at Old Dominion Squadron Speaker/dinner events.
- d. Aircraft contributors (\$1,500 or more). Name of individual or corporation prominently displayed on a placard adjacent to the aircraft or other suitable location during air shows and public events (no logos or advertisements).
- e. Charitable contribution (501(c) 3) tax deduction.

### **3.5. Endowment Program**

The Old Dominion Squadron has established an Endowment Program to support acquisition of the flying museum complex, exhibits, and maintenance. Members of the Old Dominion Squadron may endow or bequeath funds, collections or other appropriate donations to the Old Dominion Squadron Flying Museum. Such endowments or bequests may qualify as charitable contributions to a 501(c) 3 non-profit charitable organization for probate tax purposes.