



PO Box 1903,
Fairhope, Alabama 36532

Impact 100 Baldwin County Membership Matters

February 2016

Calendar

Membership Drive Events

Mar 1 Nolan's
4:30-6:30 pm
1140 Gulf Shores Pkwy., Gulf Shores

Mar 3 Trustmark Bank
5:30-7:00 pm
236 N. Greeno, Fairhope

Mar 10 Stowe's Jewelers
(rescheduled date) 4:30-6:30 pm
393 Fairhope Ave, Fairhope

Mar 15 M&F Casuals
4:30-6:30 pm
380 Fairhope Ave., Fairhope

Mar 22 Grant Workshop
8:30-12:00
Robertsdale Annex
22251 Palmer Street, Robertsdale



WE WANT YOU!

to help us make an even bigger IMPACT by recruiting a new member this year! Membership Drive ends March 31.

From our President

If you are a new member of Impact 100 or have been a member for several years, you know that every cent of your membership dues is used to fund the grants we award each November. So how do we cover the costs of operating our organization? Many members give additional money for our administrative budget when they join. Some members donate in-kind items, such as the printing of grants materials or refreshments for an event. Still others arrange for matching gifts through their employers' charitable giving programs. On behalf of the board of directors, I **thank you** for the generosity you demonstrate by joining Impact 100 and in supporting the operation of our organization. Wendy Steele, the originator of the Impact 100 concept, says in a TED Talk I saw recently that generosity can be contagious, and we can even find ourselves in a generosity epidemic once it starts spreading! It seems we may have an epidemic in Baldwin County!

~ Miranda Schrubbe

Women Making an IMPACT

Ann Miller

As our membership drive enters its final weeks, we asked Ann Miller, one of Impact's most successful recruiters, to share her thoughts about Impact 100 and why she thinks membership recruitment is so important.

Ann's involvement with Impact began in 2008 when a friend invited her to one of the early organizational meetings. She was especially intrigued when she learned that 100% of her membership contribution would be used for grants, that no administrative fees would ever be charged. Because of her involvement with other nonprofits, she knew how unusual that was. She soon became a believer - and a member.



There were around 20 members at the time, but Ann could see Impact's potential and became one of its most enthusiastic supporters and advocates.

"Involvement is the greatest gift you can give yourself."

"There are so many needs out there. I love the fact that 100% of our contribution goes to the nonprofits. I also love how our grants cover the full range of community needs, not just one area."

Recognizing that new members are the key to increased grantmaking, her infectious enthusiasm for Impact 100 spills over into her membership recruitment efforts.

We asked Ann how she approaches discussion about potential membership with the women she meets. She says it's easy to talk about something she so believes in. "I start by asking them if they've ever heard about Impact 100. If they say 'no,' then I tell them they need to know about it. That it's the most wonderful organization. *(cont'd page 2)*

Ann Miller

(Continued from page 1)

That I've met people I never would have met as a result of my membership. That we're the only organization that gives 100% of the money we raise back to the community. I tell them all about it. If they say, 'no,' I thank them and ask them to think about it for next year." Knowing that circumstances can change, Ann also assures people that their membership is an annual contribution, not an annual obligation.

Her own membership is important to Ann. She believes Impact members have a common bond and a common personality - a "giving people" personality. She says that what started out as a strictly philanthropic project for her, has become a social outlet as well. "I think women get personal happiness from meeting and working with each other, from the social aspect. Involvement is the greatest gift you can give yourself. It's fabulous. I've met people I would never have known otherwise. But to truly understand the full concept, you MUST get involved on a Focus Group or a committee. This is not a solo effort."

Ann's not sure how many members she's recruited over the years, but it's a lot. And it's a family thing for her, as well. Her sister is involved in Impact Pensacola and her daughter, Barbara Levitt, is on our board.

Ann is unapologetic when it comes to recruiting new members because she understands that every new member means increased grantmaking. When we asked for her final thoughts on why membership recruitment is so important, her answer was quick: "Because we can have an unlimited number of members - and can help even more nonprofits!"

Well said.

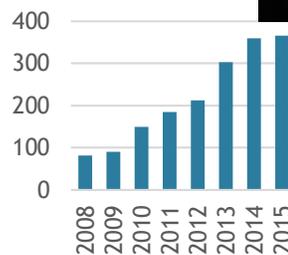
Membership Matters!

Membership Drive events are fun and informative for members, prospective members and past grant recipients alike. It's a great, friendly way to introduce people to the concept of Impact 100.

Bring a friend to one of our upcoming events so they, too, can learn how Impact has been making a big difference in Baldwin County since 2008. (Almost \$1.8 million in grants so far!) They will leave inspired and informed...and, hopefully, as a member themselves.



Membership Growth



It's almost grant time!

Grant Workshop March 22

If you know of a nonprofit that should apply for an IMPACT 100 grant this year, be sure to let them know about our grant workshop on Tuesday, March 22, at the Robertsdale Annex, 22251 Palmer Street in Robertsdale. The workshop will be from 8:30 to 12:00. While attendance is not required in order for them to apply, it is a great way for staff members to learn about the purpose of our grants, our guidelines and policies, and our grant process.

There will be two workshop sessions: Savan Wilson will present "Grantwriting 101" and Deborah Newberry will present "Writing an Impact 100 Grant." Afterwards, there will be a Q&A session with Focus Group chairs.

Grant applications are available online. This year's application was slightly modified to help clarify that organizations which require clients to participate in faith-based activities in order to receive assistance or services are ineligible for a grant.

Letters of Intent are due April 30, with full applications due June 6. Help us get the word out about the Workshop and encourage organizations to attend. They'll be glad they did. Registration information can be found on our website, www.Impact100BaldwinCounty.org.

Women together ... Community action

