

PHILANTHROK:  
RALLY POINT

# ANNUAL REPORT 2019

SOCIAL GOOD STARTS HERE



# 2019 IMPACT

20

NUMBER OF  
PARTICIPANTS

34

TOTAL  
HOURS OF  
INSTRUCTION

100  
PERCENT

"VERY  
LIKELY" TO  
RECOMMEND

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I wasn't satisfied. That's the short version of the story.

When I launched Write On Fundraising in 2018, my intent was to create a fundraising agency for nonprofits that operated under a new set of norms. I was on a mission to cultivate cultural change around philanthropy - a rather disruptive idea that seeks to elevate fundraising as whole.

What I did not anticipate were the overwhelming number of nonprofit and social enterprise start-ups and re-starts with whom these ideals would resonate. The fact of the matter was most of them were not ready to take on a professional fundraiser.

So I would meet with them. I'd give them an hour of free consultation, outline a few critical infrastructure pieces for them to work on, and send them on their way.

And I hated it. It wasn't effective.

But there was no place for me to refer them - nowhere they could get all the information they needed and cultivate their ideas in a safe, supportive space.

I needed, as much as these incredible thought-leaders needed, a starting point for social good. And that's how philanthrOK: Rally Point was born.

Today, with Tulsa Tech, we are proud to present the only business incubator for nonprofits and social organizations in the state of Oklahoma.

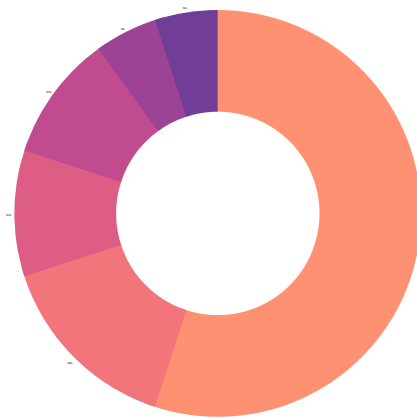
I am intensely proud of and inspired by our 20 program alumni and look forward to working alongside two new classes of change-makers in 2020!

**Lindsay Jordan,**  
**Write On Fundraising Founder & CEO**

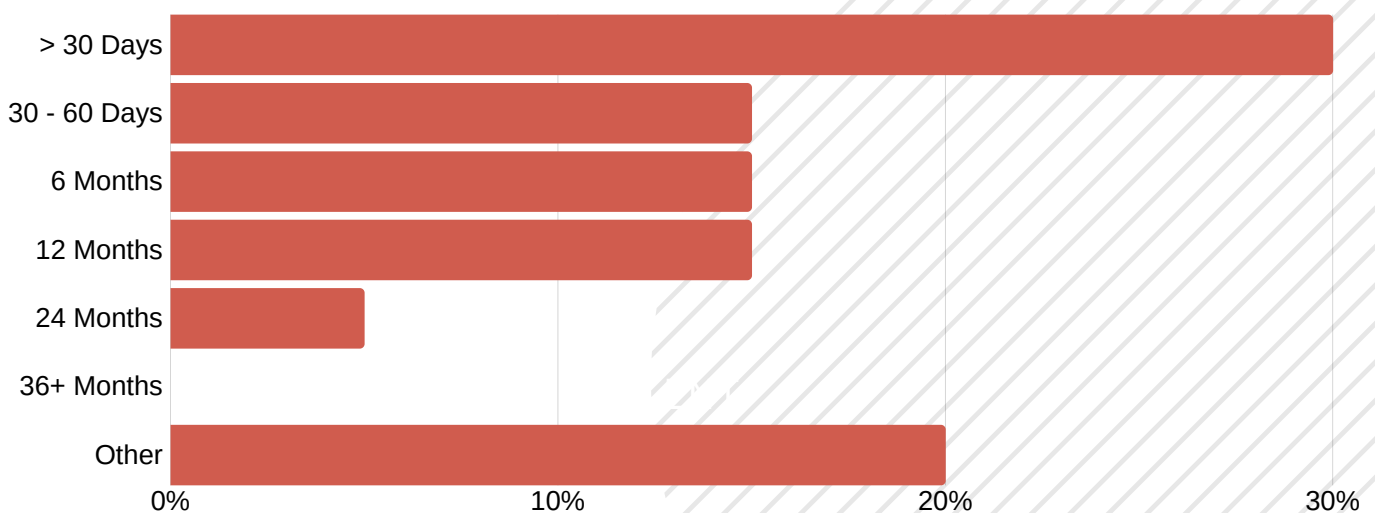
# 2019 IMPACT

## Participant Outcomes

Further cultivation of an existing idea:	55%
Minor changes to an existing concept:	15%
Major modifications to existing plans:	10%
Merging of multiple frameworks:	10%
Concept retirement or hiatus:	5%
None of the above:	5%

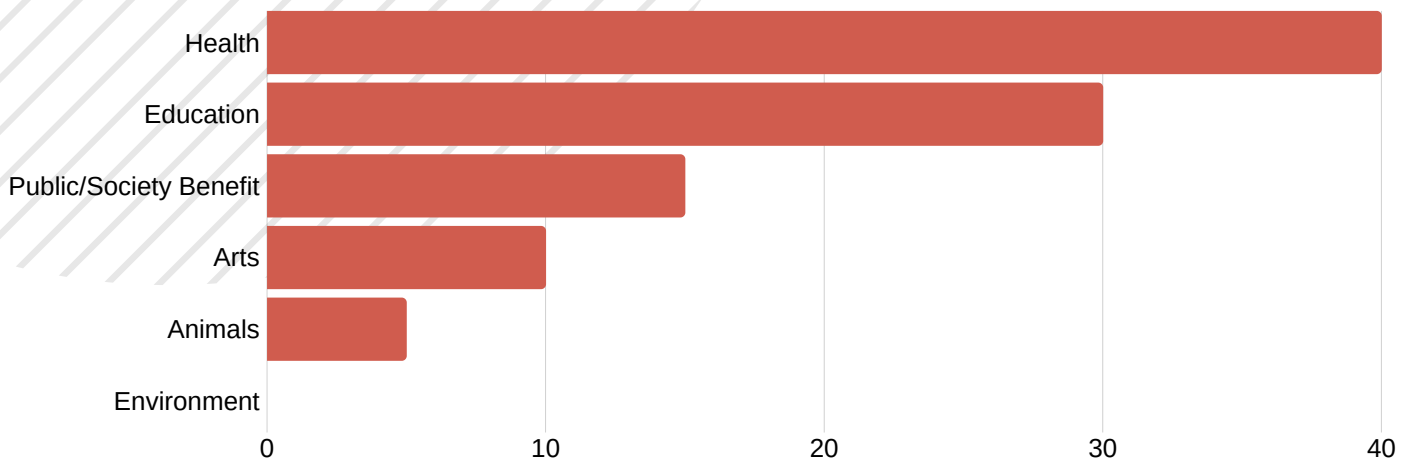


## Post-Incubator Participant Market Readiness

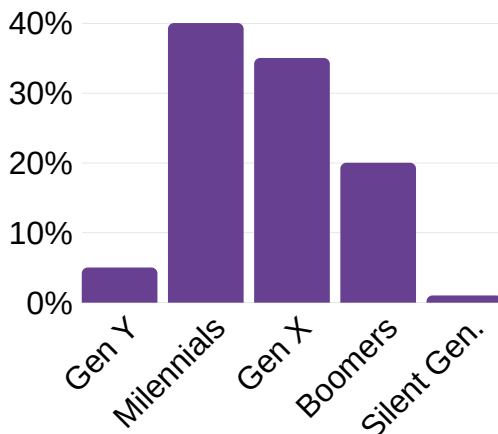


# 2019 IMPACT

## Organization/Concept Categories

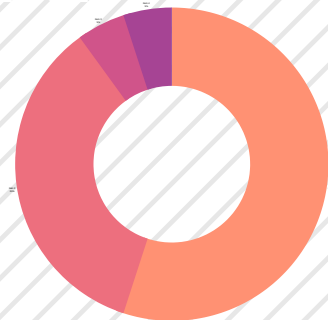


## Participant Race, Gender and Age by Cohort Percent



**Female 70%**  
**Male 25%**  
**Gender Variant 5%**

Caucasian 55%  
Black/African 35%  
Native American 5%  
Mixed Race 5%



# PHILANTHROK: RALLY POINT

## **What's in store for 2020?**

Since our initial program pilot in Spring of 2019, philanthrOK: Rally Point training has expanded from five to nine weeks of intense incubation. In the new year, we will continue to increase the value provided to program participants by offering one-on-one Rally Time with special guest speakers and the chance to workshop one funding opportunity with Write On Fundraising staff.

As our alumni base grows, philanthrOK: Rally Point will also offer continued networking and educational opportunities for participants who have completed the program. Starting with an Alumni Mixer in late 2019, we plan to host a number of alumni-specific events in 2020.

## **Spring 2020 Cohort Important Dates**

January 31 - Spring Cohort Registration Opens Online ([www.writeonfundraising.com](http://www.writeonfundraising.com))

February 16 - Spring Deadline to Apply

March 2 (Classes Start) - Nonprofit Leadership

March 9 - Business Planning for Nonprofits

March 16 - No Class (TPS Spring Break)

March 23 - Nonprofit Budgeting

March 30 - Targeting Nonprofit Communications

April 6 - Recruiting, Engaging and Retaining a High-Impact Board of Directors

April 13 - Fundraising Part 1: Major Gifts and Constituency-Building

April 20 - Fundraising Part 2: Grants, Sponsorships, and Government Funding

April 27 - Storytelling (Pitching) for Nonprofits

May 4 - Funder Panel Presentations