



**share**tank

**GIVING . GROWING . IRVING**

**Share Tank is a unique opportunity for businesses to collaborate with and support vital nonprofit work in the Irving community. These non-profit services are critical to the economic development of our City and improving the quality of life in our local community.**

# ***Program Overview***

- **Steering Committee**

- **City of Irving** – Mayor Rick Stopfer, Chris Hillman & Susan Rose
- **Greater Irving-Las Colinas Chamber of Commerce** – Beth Bowman, Erica Mulder, Dexter Freeman & Portia Washington
- **Irving Convention and Visitors Bureau** – Maura Gast
- **Irving Arts Center** – Todd Hawkins
- **Education** – John Plotts (University of Dallas)
- **Non-Profit** – John Drake, Tom Foley (The Study USA )
- **Business** – David Russell (Philanthropology, LLC)

# ***Program Overview***

- **2019 Goals**

- **Goal #1:** To increase the capacity and awareness of newer nonprofit agencies so that they will be more able to obtain funding from businesses, foundations, government entities, etc.
- **Goal #2:** To reduce duplication of services and provide a structure for coordinated giving
- **Goal #3:** To showcase philanthropic efforts of our business partners
- **Goal #4:** To increase financial stewardship on the part of non-profits
- **Goal #5:** Specifically target 501(c)(3) organizations registered in Irving, TX
  - Have an Irving, TX physical address

# 2019 Curriculum

- Each half-day sessions will begin at 9 A.M. - noon at The Study USA
  - **Education Day #1 (August 29) (lunch served)**
    - Grants + Giving = Goals
    - Pitch Day guidelines
  - **Education Day #2 (September 26)**
    - Unlocking the Secrets to Securing Sponsorships
    - Pitch Day Q&A
  - **Education Day #3 (October 17)**
    - Beyond the Basics – Memorable Marketing for your Nonprofit
    - Pitch Day Prep Q&A
  - **Education Day #4 (November 21) (lunch served)**
    - Do's and Don'ts – Governance and Law
    - Pitch Day Prep

**Pitch Day,  
December 5**  
The Study USA

**Awards Celebration,  
December TBD**  
Irving Arts Center

# FAQ - Participants

- If my nonprofit participates, how much time will it involve and when?
  - The minimum amount of time required to participate will be three (3) hours per Education Day (four total Education Days). See the [website](#) for exact dates. The Pitch Day (December) will take 30 minutes per nonprofit. Therefore, a nonprofit's minimum hourly commitment will be 12.5 hours for the program.
- How will Share Tank be publicized?
  - Share Tank will primarily be publicized via our [website](#). We will also use the following communication: social media, print and TV (ICTN).
- What other companies are involved?
  - See our [website](#) for a complete list of partners.
- Exactly what would be the **obligations** for my nonprofit if we participate?
  - All nonprofits are welcomed to participate in Share Tank.
  - For participation in Share Tank Pitch Day, your organization is required to be a registered nonprofit in Irving. (i.e. with an Irving, Texas mailing address)
  - For participation in Share Tank Pitch Day, at least one representative (staff or Board volunteer) of your nonprofit must be present for the duration of each Education Day.
- What level executive would be expected to participate? (manager, director, VP, etc.)
  - Nonprofit Executives, Board Members and Staff with oversight responsibilities are expected to participate

## FAQ – Program Partners

- What level executive would be expected to participate? (executive officer, manager, director, VP, etc.)
  - Mid to senior executives are expected to participate.
- When would our donation actually need to be made and to what entity?
  - Your donation will need to be made out to the Irving Community Development Foundation (a 501(c)(3) organization of the Greater Irving-Las Colinas Chamber of Commerce) **on or before December 6, 2019**.
- Who's on the steering committee for this program?
  - See our [website](#) for a complete list of partners.
- Are there opportunities to sponsor any portions of the Share Tank program for additional visibility?
  - Certainly! Sponsorship inquiries can be submitted [here](#).



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