

Best Practices in Fundraising: Board Engagement

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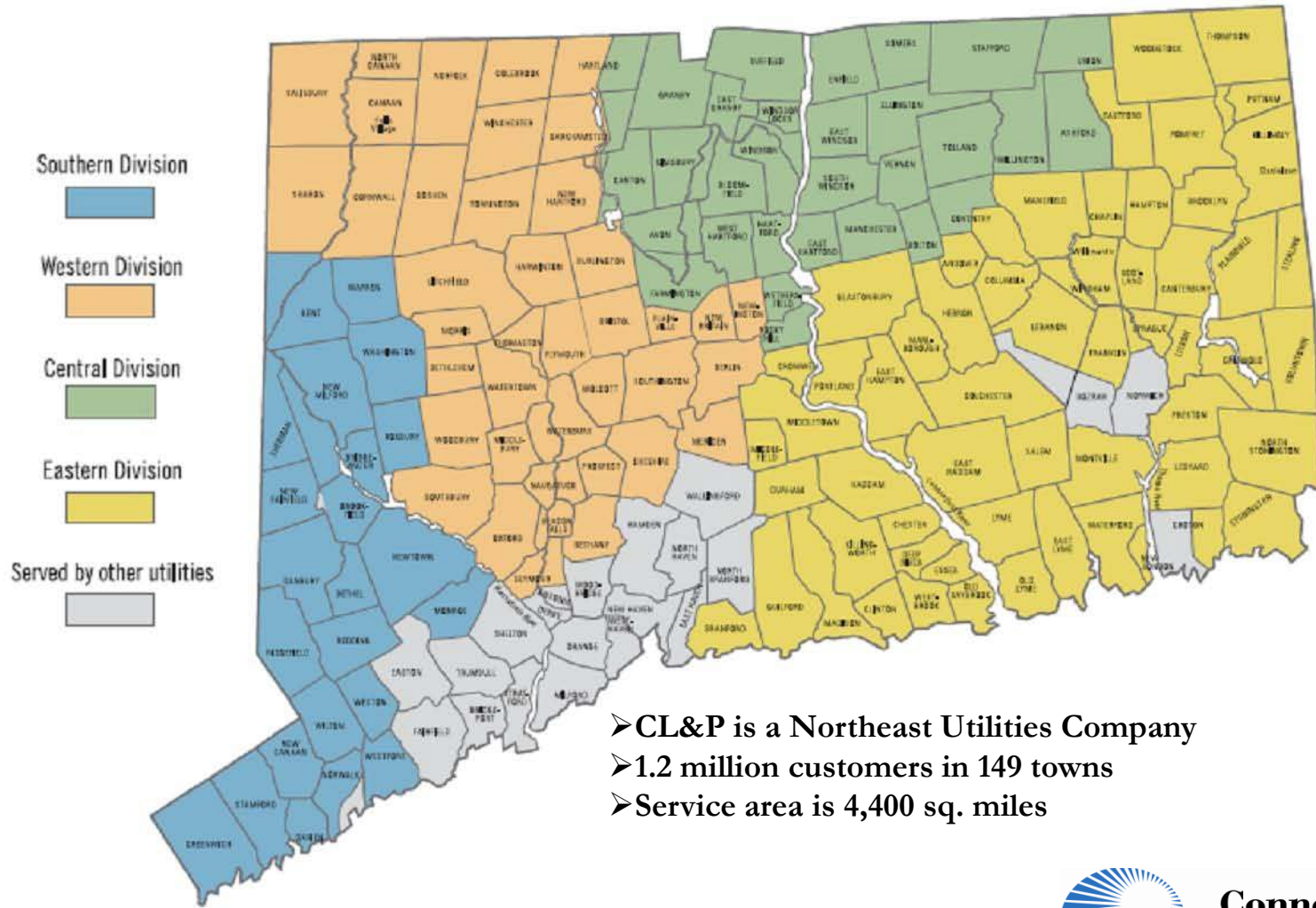


**Connecticut
Light & Power**

A Northeast Utilities Company

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CL&P Service Territory and Divisions



- CL&P is a Northeast Utilities Company
- 1.2 million customers in 149 towns
- Service area is 4,400 sq. miles



**Connecticut
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CL&P and Yankee Gas

- **Northeast Utilities Service Company**
 - CL&P and Yankee Gas are part of the Northeast Utilities System.
 - **The Connecticut Light and Power Company (CL&P)**
 - Largest electric utility in Connecticut
 - 1.2 million customers in 149 cities and towns
 - **Yankee Gas Services Company (YGS)**
 - Connecticut's largest natural gas company
 - 200,000 customers in 71 cities and towns.

Operation Fuel



Operation Fuel, Inc.

WE'RE ALL PART OF THE OPERATION.

Operation Fuel is supported and funded by:

- Individual charitable giving
- Corporate donations
- Foundations
- Add-a-Dollar programs sponsored by utility companies
- State grants*

Board Member Involvement

- Serve as ambassador for organization
- Establish goals for board members
- Make annual gift--100 % participation
- Thank donors
- Attend fund-raising events
- Identify prospects
- Invest in fund development
- Partner with staff to set and review fund development plan and goals



Engage Board

- Personal note from Board member to major donor correspondence
- Phone call to say “thank you” to major donors
- Volunteer, assist or coordinate a fund-raising event
- In-Kind support

Request Board

Support for Events

■ Events

- Rock Cats Baseball
- WNBA basketball
- Gala
- Power Lunch
- Burn Calories for Fuel ► 5K Run
- Dress Down Days
- Rotary Wine and Cheese





Additional Opportunities for Board Engagement

■ In-Kind

- Printing-stationary
- Video production
- Bill Inserts
- Host board meetings
- Promote events through your newsletters and networks (Facebook, Twitter & employee communications)

Contact Information

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