To: Erika Paterson

From: William Clark

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Subject: Proposal for Improving the Fundraising Practices of the Hutch Fund Society

**Introduction:**

The Hutch Fund is an extremely new non-profit organization, having been created just a few months ago, based out of North Vancouver. The organization was created with the intent to fundraise money for the mental health community. The four founders of The Hutch Fund come from very mixed professional and academic backgrounds, and do not have much experience in the non-profit field. Subsequently, this caused lack of communication among founders, and has resulted in lack of networking and exposure to the general public. Ideally, the organization would expand as large as possible, while managing to be contained, so it can surpass initial fundraiser numbers of just over $5,000.

**Statement of Problem:**

The lack of communication among the founders of The Hutch Fund has resulted in poor networking and a lack of exposure to the general public. This constricts the organization from reaching a high number of people, and potential companies who may be interested in partnering with The Hutch Fund on potential projects or fundraisers in the future.

**Proposed Solution:**

One possible solution is for the founders of The Hutch Fund to regularly utilize the tool of social media to the greatest extent possible. This is the most efficient way to expose the organization to a high number of people. This will force greater communication among the founding members, as increased activity of the organization will force greater coherency among the founders. In addition, the founders should meet with local companies and other organizations to converse on the potential for future partnerships or joint events.

**Scope:** To assess improving the fundraising practices of the Hutch Fund, I plan to pursue six areas of inquiry: 1. What steps are currently being taken by The Hutch Fund to promote their company and increase donations to their organization?

2. How much market potential is there for non-profit organizations?

3. Can non-profit organizations compete on the same level as for-profit companies?

4. Will for-profit companies be interested in partnerships or projects with The Hutch Fund?

5. What will the costs be to reach out to more people?

6. To what size can the fund expand?

**Methods:**

My primary data sources will include consultations with Jared James and Lindsay Van Leeuwen, both founding members of The Hutch Fund. I will also survey members of the local community to attain their knowledge on The Hutch Fund. Finally, I will inspect the methods previously used by the founders of the fund to evaluate where there is room for improvement.

**My Qualifications:**

I have been a part of the community where The Hutch Fund was founded since my birth. I know all the founding members of the organization, and was present when it legally became a non-profit organization. I am receiving my B.A. in Political Science, which has allowed me to attain an extensive understanding of the structure of organizations, collective decisions, and behaviour of the public.

**Conclusion:**

In conclusion, The Hutch Fund is an extremely admirable and beneficial non-profit organization. By addressing my six areas of inquiry, I will be able to assess improving the fundraising practices of The Hutch Fund to ensure the organization’s outmost success.