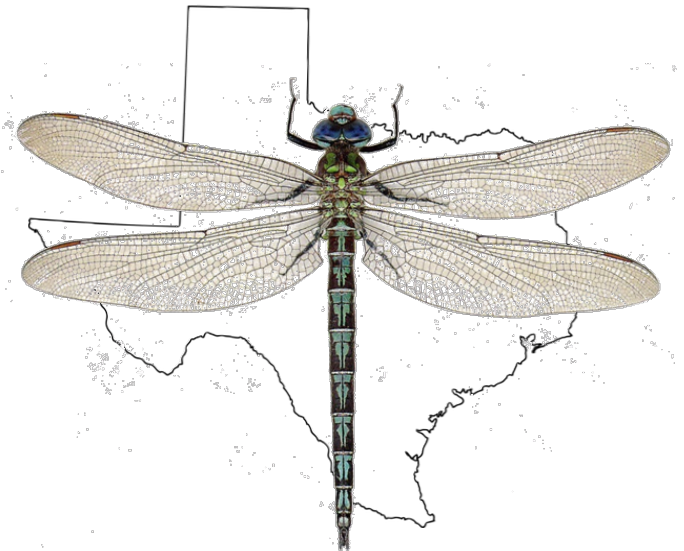


# Texas Master Naturalist Program Perpetual Funding Campaign

Darin Paine

Texas A&M AgriLife Extension



# Where we Stand

- 46 Chapters located statewide
- 10,000+ volunteers trained
- National, State & Local Awards received
- Volunteer Service Hours valued at \$65+ million
- Current budget matched from federal grant dollars & supports two full time staff

# Unique Challenges

- Growing Texas population in urban & rural areas
- Increase in general interest in outdoor activities & natural resources conservation
- Increasing baby boomer population eager to learn their sense of place in the environment
- Increased desire for STEM in classrooms and incorporating outdoor/nature education

# Opportunities

- Invest in advanced training opportunities costs associated and transportation needed
- Onboarding additional staff to grow consistency of program support
- Alleviate costs of annual meeting registration to chapters and volunteers in need
- Provide support for technology inclusion (VMS system, chapter websites, social media, iNaturalist in field)

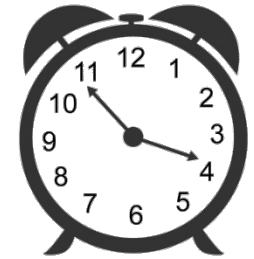
# Endowment Generation

→ Goal to raise \$5 million dollars and permanently fund Texas Master Naturalist

→ Generates at 4% annually  
→ If \$5 million = \$200,000 annually



# Endowment Generation



→ Current Account = < \$5,000

→ Need \$25,000 by 2021 to officially 'open' account

→ \$5,000 incentive match from TPWF

→ TPWF offer small grants to local chapters to create an incentive for matching contributions

# Endowment Campaign

→ First joint campaign with both foundations

→ TPWF with 4 big campaign efforts:

## Steward, Engage, Conserve, Lead

→ TMN link to Conserve easily

→ TAMUF campaign – **Lead by Example**

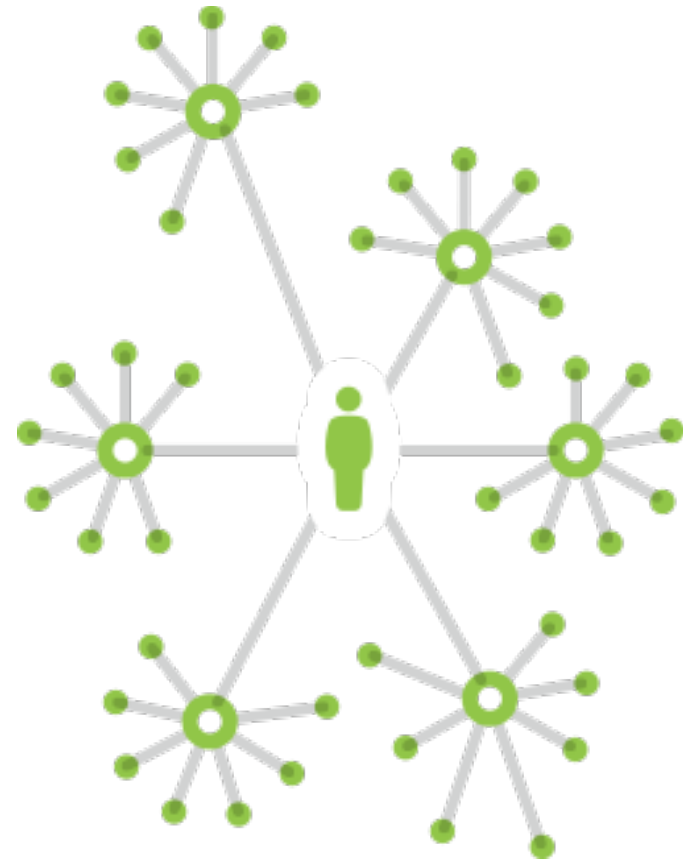
→ Addition of Texas A&M AgriLife Extension  
Development Officer to TAMUF



# Identifying Potential Donors

→ You are the link!

- TMN volunteers
- Partnership Organizations
- Corporate Matches





# Online Giving

- [www.txamfoundation.com](http://www.txamfoundation.com)
  - Click **GIVE NOW** button
  - Click **Agriculture & Life Sciences** link of left
  - Click **Designations**
  - Select **Texas Master Naturalist Endowed Fund**
  - Complete your information and submit
- \$25 min going to \$100 soon

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Will You Help?

