



Common Interest Committee

FUNDRAISING TOOLKIT



The
Security
Foundation





What is TSF?

TSF's driving purpose is to support U.S. organizations and citizen's right to feel secure whether at home or abroad. As a 501(c)(3) non-profit organization, we take an impartial approach to connecting public and private institutions and funding of key security programs and initiatives, paving the way for unbiased collaboration, unmatched cooperation, and an unwavering commitment to supporting U.S. interests and entities around the world today, tomorrow, and far into the future.

Our goal is to create a safer, more connected world through purposeful investments, educational initiatives, and a vision geared towards future security challenges. Since our founding in 2011 TSF has funded 525+ OSAC programs thanks to the generosity of private sector donors.



FAQs

Why does OSAC need TSF support?

OSAC's Country Chapters and Common Interest Committees are not eligible for federal funding. TSF supports these groups' individual fundraising activities and supplies grants when their fundraising falls short of their needs.

Who supports TSF?

Corporations, organizations, academic institutions, non-profits, NGOs and individuals may support TSF with a tax-deductible donation.

Are CIC'S responsible for fundraising?

Yes, all OSAC Common Interest Committees (CICs) are designed to be self-funded with the group's meetings and initiatives financed by the group's general membership.

It is the Steering Committee's responsibility to plan, budget and fundraise for any group activity

that requires funding beginning at least three months prior to the meeting. There should be **at least two standalone appeals** sent out to the CIC membership by the steering committee prior to applying for a TSF grant.

The Steering Committee can utilize TSF's Common Interest Committee (CIC) Sponsorship Program to collect sponsorships to support events. CIC Sponsorship Program information can be found [here](#).

What event expenses are covered by a TSF Grant?

Event expenses include venue rental, catering, name badges, printing, directional signage, AV costs, and certificate of insurance.

Does TSF pay for CIC event speakers?

Per OSAC's policy no honorariums or travel costs are paid to event speakers.

How does our CIC access the money we raise through TSF?

For all CIC events, the **OSAC Program Manager needs to apply for a TSF grant at least 8 weeks in advance** by filling out a grant application. Any money transfer from TSF to cover a CIC's expenses must be initiated and tracked within a grant application completed by the OSAC Program Manager.

What happens if we don't raise enough funds to cover the cost of our event?

Any deficit requiring additional funding must go to the TSF Program Committee for review and determination of funding. The Committee meets monthly on the last Wednesday of the month. **Grant applications must be completed at least 8 weeks prior to the event for the Committee to review.**

If needed TSF can work with CICs to cut costs to make your event possible.

What if a CIC raises more funds than needed for an event?

TSF acts as your banker, and all funds that your CIC raises can only be used for your specific CIC. TSF holds these funds in a reserve account for you to use for your next event.

In Kind Sponsorships - How does this work?

Any organization that is offering a venue or service that a CIC would normally have to pay for can be recognized as an in-kind sponsor. The in-kind sponsor needs to provide documentation (an invoice or BEO) indicating the amount that is being covered and TSF will recognize the sponsor at the corresponding sponsorship level.

All documentation is due at least two weeks prior to the event to be recognized on the event sponsor slide. Depending on the level of sponsorship, TSF may need the sponsor to provide a logo.

Please send any information to your Program Manager and they can send it to TSF.



Tips on Successful Fundraising

Make it Personal

Be ready to share how your involvement in an OSAC event, or participation in a Common Interest Committee (CIC) or Country Chapter (CC), has positively influenced your work. Think of a specific example to illustrate how these experiences have benefited you. The saying “people give to people” holds true, especially when asking for support for an OSAC program.

Instead of simply telling them, show how networking and information-sharing have enhanced your ability to do your job and improved your company’s or organization’s security efforts.

Explain how their donation will be used (e.g., conference fees) but focus on the impact their contribution will have. Donors want to know exactly how their money will be used and the difference it will make. Sharing your personal story shows how crucial their support is.

Be Transparent with Your Prospect

When you first reach out via phone or email, be clear about your intent. Let the person know you want to discuss supporting OSAC’s [specific CIC or CC]. Be honest and direct about the purpose of your conversation.

Be Specific in Your Ask

Avoid vague asks like, “Would you like to help us? Anything you can contribute is appreciated.” Before reaching out, determine the amount you wish to ask for and state it confidently. Also, be clear about the benefits the donor will receive at that contribution level.

Remember, if you don’t ask, the answer will always be no. Ask with confidence because you’re committed to the cause.

Here are a couple of examples:

“Your support for the [CIC] event would greatly benefit our region/industry. Would you consider a \$5,000 donation to become a Gold Sponsor?”

“I’m asking you to join my company in supporting our CIC mission with a \$5,000 donation.”

By specifying the amount, you make it easier for the prospect to decide. Without a clear figure, they’re left guessing what’s needed to make the event a success, and you are in the best position to provide that clarity.

TSF TAX-ID NUMBER: 80-0719130

TSF CAN SUPPLY AN INVOICE AND/OR COPY OF OUR W-9 FORM UPON REQUEST. CONTACT **SIOBHAN CLUNE**, TSF ASSOCIATE EXECUTIVE DIRECTOR, AT **SIOBHANCLUNE@SECURITYFDN.ORG**.



Fundraising for CIC Events

There are a few ways that CICs can fundraise for their events:

- Designate a small group from your Steering Committee to be on a Fundraising Sub-Committee
- Send out at least two blast emails to the entire CIC membership group (required)
- Send targeted individual solicitations

Example of 1st Required Email Appeal:

Dear Members of OSAC's **CIC Name**,

As a valued member of the Overseas Security Advisory Council (OSAC) **CIC Name**, you've been instrumental in shaping the future of security in the region. We're excited to announce our plans for our upcoming conference for **Date** at **Location**.

To make these events a reality, we rely on the generous support of sponsors like you. Your contribution will help cover essential costs such as venue rental, catering, audiovisual equipment, and logistical arrangements.

To learn more about sponsorship opportunities, please review the attached Common Interest Committee Sponsorship Brochure with associated sponsor benefits or visit The Security Foundation's [website](#).

If you have any questions about sponsorship or would like to donate, please reach out to Siobhan Clune, TSF's Associate Executive Director – siobhanclune@securityfdn.org.

We invite you to join us in shaping the future of security in the **CIC Name**. Your support will directly impact the success of our initiatives and the security of our communities.

Thank you for your consideration,
CIC Leadership

Example of 2nd Required Email Appeal:

Dear Members of OSAC's **CIC Name**,

Planning for our next meeting, scheduled to be held on **Date** at **Location**, is almost complete.

We depend on your active participation and sponsorship to ensure we create an event with ample networking opportunities and bring thought-provoking content on the security challenges we all face.

We want to thank the several organizations that have stepped up to sponsor this event. However, **we are still in need of a few more sponsors to help us cover all the costs for our meeting.**

Information on sponsorship levels and benefits can be found [here](#).

Please feel free to reach out to Siobhan Clune, TSF Associate Executive Director, if you have questions about sponsorship siobhanclune@securityfdn.org.

We encourage you to consider becoming a sponsor for this event.

I look forward to hopefully seeing many of you at our upcoming event.

Sincerely,
CIC Leadership

**On behalf of The Security Foundation and OSAC, thank you to the
CIC volunteers for your enthusiasm and hard work in securing
outside funding for your event or program.**

**Your service strengthens the global security community in lasting,
vital ways.**

Questions?

Please contact Siobhan Clune, TSF Associate
Executive Director, with any questions about
CIC fundraising and sponsorships.
SiobhanClune@SecurityFdn.org