



2010 Membership Solicitation

Dear Colegas,

In the past three years, NALCAB has added value for our members in the following specific areas:

- ***Resource Development/ Opening Access to Capital*** – Since 2007, NALCAB has assisted member organizations to secure more than \$4.5 million in grants and has worked to connect organizations with potential investors for real estate projects.
- ***Development of Regional and National Collaboratives to Access Capital*** – NALCAB has played a leading role in organizing collaborative efforts among our members to apply for sizable federal grants as well as to attract private foundation funds.
- ***Strategic Marketing*** – NALCAB has featured the work of more than a dozen of our members in national publications and online “spotlight” articles.
- ***National Advocacy*** – NALCAB has organized its members to strategically express a collective position on several specific federal policy issues related to asset building and community development.
- ***Next Generation Leadership Development*** – NALCAB has identified and begun to serve a sizable cohort of next-generation Latino leaders in the asset building fields.
- ***National Conference and Regional Convenings*** – Since 2007, NALCAB has organized two national conferences and four regional convenings that have been designed to address the needs and interests of Latino asset builders.

We are confident that we can continue to deliver results for our membership and we hope that you will renew your NALCAB membership or join for the first time. NALCAB’s basic membership structure and dues will remain the same at \$350 for organizations with fewer than 25 employees and \$500 for those with 25 employees or more. Please find the membership application/ renewal form attached.

Above and beyond our basic member services, in 2010, NALCAB will be offering members, at their option, a fee-based service package to meet their resource development needs.

(over)

NALCAB's Enhanced Resource Development Services Package

On a sliding scale, based on a member organization's annual revenues, NALCAB can provide a well-defined suite of resource development services toward a specific fundraising goal. This new level of service for our members will allow NALCAB to focus its efforts more on opening access to capital for members and less on raising core operating support for NALCAB. We will be able to expand and more precisely define the level of service and potential benefits that members can expect. While each arrangement will be customized, we envision the following.

Resource development services to be provided:

- An organizational resource development assessment, including a list of potential sources and *a specific fundraising goal for the year in connection with NALCAB's work*;
- Assistance in advance preparation for key grant opportunities (developing timelines, task lists and data collection requirements);
- Hands-on assistance to organization's staff in preparing grant applications, including providing sample narrative, sample attachments and proposed budgets;
- Strategic review and editing of grant applications/ proposals;
- Connections to funders and national collaborative efforts.

Fee:

- | | |
|---|----------|
| ▪ Members with Annual Revenue of \$10 million and above: | \$15,000 |
| ▪ Members with Annual Revenue of \$3 million to less than \$10 million: | \$10,000 |
| ▪ Members with Annual Revenue of \$1 million to less than \$3 million: | \$5,000 |
| ▪ Members with Annual Revenue less than \$1 million: | \$2,500 |

NALCAB is committed to ensuring that the Enhanced Resource Development Services Package will result in "above baseline" services, even for organizations that already benefit from one of NALCAB's regional collaboratives, which are funded by private foundations and corporate donors.

We believe that, despite this difficult economy, our members will have significant new opportunities to expand their work in 2010. NALCAB can be a key element in making that potential a reality.

Saludos,



Bea Stotzer, Chair of the Board of Directors



Noel Poyo, Executive Director



NALCAB
National Association
for Latino Community
Asset Builders

Benefits of Membership 2010

Benefits of Membership

NALCAB members benefit from:

- *Access to Capital and Technical Assistance* – NALCAB operates a program of technical assistance and limited grant making for its members. NALCAB also works to facilitate direct access for our members to grants and investment capital.
- *The NALCAB Member Spotlight* – NALCAB highlights the work of our members through a variety of online and print publications. NALCAB also promotes members for awards and relevant industry recognition.
- *Reduced Rates for NALCAB Events* – NALCAB members benefit from reduced rates for attending NALCAB's events and the national conference.
- *Online Resources* – NALCAB sends out regular resource development updates and maintains an online resource library that includes information on best practices and professional development.

Categories of Membership

Full Member – Organizations eligible for full membership should have a Latino executive leader and either Latinos should be meaningfully represented on their Board of Directors or it should serve a majority Latino community.

Affiliates – Other non-profits, small businesses, corporations, universities, research institutions, and chambers of commerce are all welcome to become NALCAB affiliates.

Enhanced Resource Development Services Package

Services to be provided above and beyond the benefits of a basic membership:

- An organizational resource development assessment, including a list of potential sources and a specific fundraising goal for the year;
- Strategic review and editing of grant applications/ proposals;
- Assistance in structuring advance preparation for key grant opportunities;
- Hands-on assistance to organization's staff in preparing grant applications, including providing sample narrative, sample attachments and proposed budgets;
- Connections to private funders.

National Association for Latino Community Asset Builders

2010 Application for Membership/ Renewal

Type of Membership

- Full Member - Non-Profit Organization.** Eligible organizations MUST have a Latino/a executive leader. In addition, the organization must meet one of the following two criterion: have meaningful Latino representation on the Board of Directors OR serve a substantial Latino population.
- Affiliate Member - Organization.** Includes other non-profits, small businesses, corporations, unions, chambers of commerce, universities and research institutions, foundations and national associations.

Organization Information

Organization _____
 Web URL _____
 Address _____
 City _____ State _____ Zip _____

Budgeted 2010 Annual Revenue: _____ Total Number of Staff (FTE): _____

Areas of Focus: Affordable housing dev. _____ Small bus. training/ TA _____ Microlending _____
 (x all that apply) Housing counseling _____ Finan./ credit counsel. _____ Workforce develop. _____
 Mercados/ Commerc. dev. _____ Free tax prep/ EITC _____ IDAs _____
 Others _____

Contact Information

Salutation: ___ Dr. ___ Mr. ___ Ms. ___ Mrs. Gender: Female Male
 First Name _____
 Last Name _____
 Title _____
 Email Address _____
 Telephone _____ Fax _____

Eligibility

To qualify for Full Membership, the answer to the following question MUST be yes.

Does a Latino/a serve as an executive leader in the organization? YES NO

To qualify for Full Membership, ONE of the following MUST be yes.

- 1. Are Latinos/as meaningfully represented on the Board of Directors? YES NO
- 2. Does the organization serve a substantial Latino population? YES NO

Fee Structure

FULL MEMBERS	
0 - 24 Employees	\$ 350
25+ Employees	\$ 500
AFFILIATE MEMBERS	
Non-profit & Small Bus.	Same as above
Corporations/ Unions	\$ 1,000
Colleges/ Research Institutions	\$ 1,000

Interested in more information about NALCAB's Enhanced Resource Development Service Package?

YES NO

If yes, we will provide a specific proposal for consideration.

Please return this form and your check for the membership dues to:
 National Association for Latino Community Asset Builders
 P.O. Box 461266, San Antonio, TX 78246-1266