

Fund Raising & Friend Raising: Success Strategies

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Introductions

- Name
- Organization
- Primary source of funding
- What do you want to get out of this workshop?

Resources

- DelGreco Strategic Partners
 - Nine years of grant writing and grant implementation and management
 - Secured over \$10 million for Maine organizations
- Maine Philanthropy Center
- Maine Association for Non-profits
- The Foundation Center
- The Fund Raising School at the Indiana University Center on Philanthropy

Objectives

- Understand the fundamental components of and need for a fundraising plan
- Identify fundraising strategies and activities
- Realize the "Power of the Pyramid"
- Feel confident making the ASK
- Provide real life examples of successful fundraising strategies from other Main Street Maine communities

Questions

- When you hear the word "fundraising," what comes to mind?
- How many of you have tried fundraising?
- Share some successful experiences
- Share some not so successful experiences

Questions

- Are you doing good work?
- Do you have enough resources (\$\$, staff, volunteers, board members, etc.) to do your good work?
- Do you know how much money you need to do the good work?
- Do you have a fundraising plan?
- If you do, is it WRITTEN down and shared with your staff, volunteers, board members, other stakeholders?

Why do I need a Plan?

(why can't I just go out and ask for money?)

- Prepares your organization for the long haul
- Helps you thoroughly research prospective donors
- Takes into account the people already in your camp
- Encourages you to use every contact you have
- Helps you put your best foot forward
- Can turn rejection into opportunity
- Ensures that everyone gets treated like a prospective donor
- Can make individuals a top priority in your fundraising

From "The Fundraising Planner,"
Terry & Doug Schaff

Plan Components

- Case for Support
- Fundraising Goals
- List of Prospective Funders
- Fundraising Activities
- Care & Feeding of Funders

Making Your Case

The foundation of an effective fundraising strategy is a compelling "case for support"

Your organization must be able to clearly articulate to funders that:

- You address a specific community need
- Have the ability to address that need
- Are worthy of investment

Exercise: Making Your Case

If you stopped doing your good work, who would care?
Who would be harmed?

- What cause does your organization serve?
- What effect does the work of your organization have?
- Whose interests are served by your organization?
- Why is your organization a reason for someone to take action?
- Why should someone give you money?

From "Developing Your Case for Support,"
Timothy L. Seiler

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Case Resource File

List of components your organization will draw from to create funding requests

- Mission Statement
- Statement of Need
- Goals
- Objectives
- Programs & Services
- Finances
- Governance
- Staffing
- Service Delivery
- Planning & Evaluation
- History

Fundraising Goal

- Develop a "true cost" budget for the next three to five years
- Identify direct program costs vs. administrative costs
- Review existing funding sources
 - Do you have annual sources of funds?
 - Which sources have predetermined end dates?
- Determine funding "gap" between your budget and anticipated funding = fundraising goal

Sources of Funds

- Align budget with funding sources
- Potential sources of funds
 - Corporate Sponsors
 - Foundation Grants
 - State and Federal Government
 - Individuals
 - Special Events
 - Fee-for-service
 - Membership
- Mix of Funders should be diverse
- NOT reliant on any ONE source

Fundraising Activities

- For each funding source, what is the strategy?
 - Individuals = Annual Appeal
 - Events = Auction & Dinner Dance
 - Corporate Sponsors = Specific list of companies
 - Membership = # to renew; # to renew (with an increase); # new members

Fundraising Activities

- For each strategy:
 - Who is responsible?
 - Staff, board members, fundraising committee
 - What is the timeframe?
 - What is the "pitch?"
 - Funding Target (\$\$\$)

Let's talk about EVENTS...

- Events are an expensive way to raise funds
- Serve one of three objectives:
 - Awareness
 - "Friend" raising – grow your rolodex
 - Fundraising
- Requires a high degree of organization
- Volunteer dependent
- Time to plan
- Take several tries to build an audience & become profitable
- Event "burnout"

Individuals: the cornerstone of sustainability

- 75.6% of contributions to non-profit groups (\$223 BILLION in 2006) comes from individual donors
- Individuals who give once are likely to give again at the same OR higher level
- Individuals provide you with the best source *unrestricted* funds

Grow Your Individual Donor Base

- Review list of current funders:
 - Which are likely to continue giving?
 - Are they likely to fund at the same level? More? Less?
 - What aspects of your work do they support?
- Review list of past funders
 - Why do they no longer support your organization?
 - Are they likely to re-commit to giving? At what level?
 - Most people stop giving because you stopped ASKING!

Grow Your Individual Donor Base

- Leverage events to grow your database
- Use donors to reach other donors
- Brainstorm a list of NEW funders:
 - Who already supports your organization?
 - Who benefits from your organization?

The Power of the Pyramid

- Fundraising feels “impossible” when we focus on the smaller gifts
- Break your overall goal into incremental amounts
- Focus on the big gifts first – 80/20 rule
- Set recognition levels and naming opportunities
- Move donors up the pyramid over time

Care & Feeding of Funders

- Keep a record of every funder and every funding request
 - 3x5 Cards
 - Basic Database – Excel, Access
 - Fundraising Software – GiftWorks – www.missionresearch.com
- Provide project & organizational updates to funders
 - Thank them!
 - Annually
 - As required or requested by funder
- Publicly acknowledge funders whenever possible
 - Newsletter
 - Events
- Plan your next “ask” and make it!

Monitor & Evaluate Your Plan

- The fundraising plan is a “living” document
- Everyone in your organization has a role in implementing, monitoring and evaluating the plan
- Review progress towards goals on a “regular” basis – board meetings, staff meetings, etc.
- Document what worked and what didn’t
- Update and revise annually

BREAK

Making the ASK

Making the ASK

- Most people don't like "asking for money." Why?
- Common mistakes:
 - Focusing on the ask – "just go out and get money"
 - Assuming that this is the job of STAFF
 - Not asking
 - Donation vs. investment
 - One-time activity

Keys to Making the Ask

- Introduce yourself and your connection to the organization
- BREIFLY explain why your organization exists
- Highlight one or two tangible outcomes
- Share your overall budget goal and how much you have already raised
- Ask for a SPECIFIC amount of money

Keys to Making the Ask

- If they say YES
 - Thank them!
 - Explain how to direct their funds
 - Follow up
- If they say NO
 - Thank them!
 - Are they willing to tell you why?
 - Is there anyone else you should talk to?

Keys to Making the Ask

- Preparation
 - Know your organization
 - Know your donors (cultivation)
- Personal Connection
 - People give to people – ask in person
 - YOU GIVE FIRST
- Follow-up (stewardship)
 - How do they want to be recognized?
 - Share program updates

Success Stories: Examples from Main Street Maine Communities

Sally DeIGreco
DeIGreco Strategic Partners
90 River Road
Brunswick, ME 04011
207-729-3878
207-712-8060 (cell)
sdelgreco@delgrecostrategicpartners.com
