

# Promoting Maine's Downtown Marketplace: Fundraising Strategies



PRESENTED BY

**OVATION FUNDRAISING COUNSEL LLC**

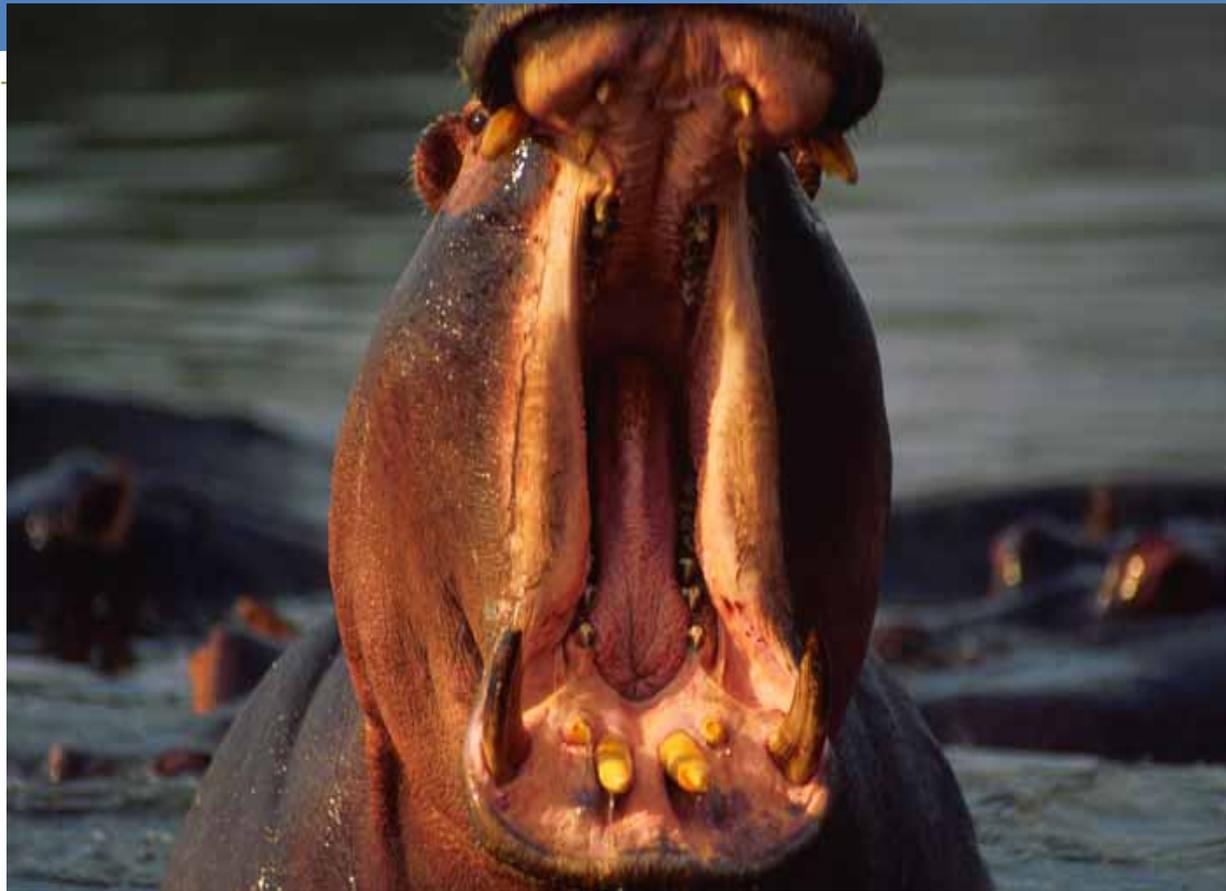
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Oh Maaan...the dreaded  
*Post-Lunch* time slot



# Ovation Fundraising Counsel



	Clientele	
Alzheimer's Association, Maine Chapter	Friends of Liberty Hall	Maine Forest & Logging Museum
Bangor Public Library	The Grand Theater	National Folk Festival
Bangor Symphony Orchestra	Harbor Family Services	Stanwood Wildlife Sanctuary
Challenger Learning Center	Health Access Network	Thomas College
Charles M. Bailey Public Library	Hirundo Wildlife Refuge	United Cerebral Palsy of Maine
Cobscook Community Learning Center	Humane Society—Waterville Area	United Way of Eastern Maine
Community School	John Bapst Memorial High School	University of Maine Hutchinson Center
Four Directions	Katahdin Area Council, Boy Scouts of America	Washington County Children's Program
Friends of the Belgrade Public Library	Lee Academy	Waterville Opera House
Friends of the Ellen M. Leach Memorial Home	Maine Children's Scholarship Fund	Womencare Aegis Association

# Today's Agenda



- Trends in fundraising
- Planning
- Goal setting
- How to secure funding  
From whom and how?
- Next steps  
Evaluation and stewardship
- Q & A



# Trends in Fundraising



- Increased public scrutiny
- Increased competition
- The economy is a factor
- It takes longer to reach goal
- Collaboration



# What is the Plan?



- What is a fundraising plan?

- Why create a plan?

- What does it look like?



- Who should create the plan? Who needs to be at the table?

# What Should be Included in the Plan?



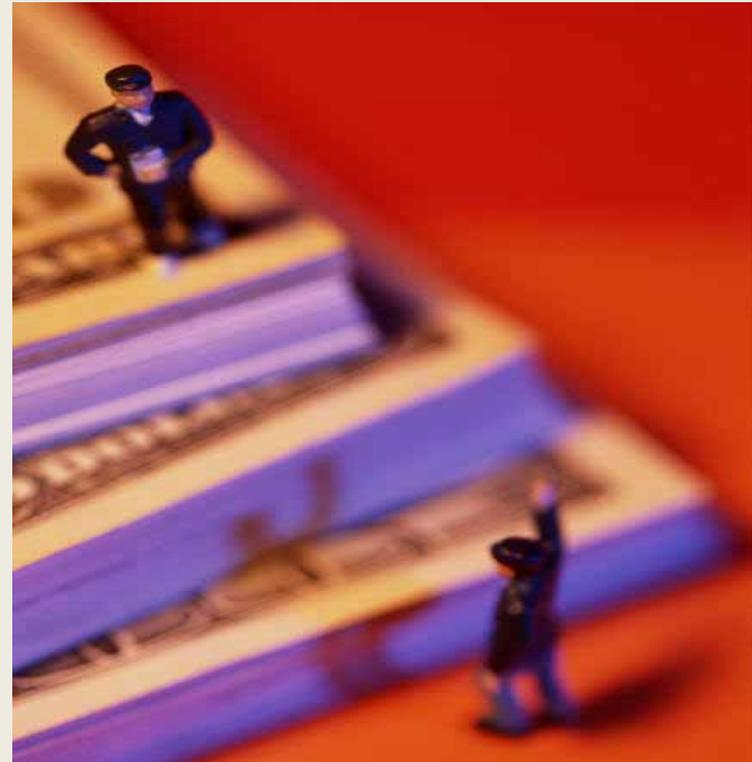
- Goals
- Human, monetary and technical resources
- Fundraising opportunities
- Specific strategies
- Timetable
- Evaluation



# Setting a Goal



- Be realistic, consider:
  - your constituencies
  - fundraising history
  - the climate
  - time limits
  - Human & \$\$ resources
- What about your long-term goals?



# Standards of Giving: Goal \$50,000



<b>GIFT LEVEL</b>	<b># OF GIFTS NEEDED</b>	<b>PROSPECTS AT THIS LEVEL</b>	<b>GIFTS AT THIS LEVEL</b>	<b>TOTAL</b>
<b>\$5,000</b>	<b>1</b>	<b>4</b>	<b>\$5,000</b>	<b>\$5,000</b>
<b>\$2,500</b>	<b>3</b>	<b>12</b>	<b>\$7,500</b>	<b>\$12,500</b>
<b>\$1,000</b>	<b>6</b>	<b>24</b>	<b>\$6,000</b>	<b>\$18,500</b>
<b>\$500</b>	<b>15</b>	<b>60</b>	<b>\$7,500</b>	<b>\$26,000</b>
<b>\$250</b>	<b>36</b>	<b>144</b>	<b>\$9,000</b>	<b>\$35,000</b>
<b>\$100</b>	<b>80</b>	<b>320</b>	<b>\$8,000</b>	<b>\$43,000</b>
<b>&lt;\$100</b>	<b>MANY</b>	<b>MANY</b>	<b>\$7,000</b>	<b>\$50,000</b>
<b>GRAND TOTAL</b>	<b>&gt;141</b>	<b>&gt;564</b>		<b>\$50,000</b>

# How to Secure Funding: Choose the Right Methods

## ○ Annual Appeal

- ✦ How will this be implemented and when?
- ✦ Who will receive the appeal?
- ✦ What means of communication will be used?
- ✦ Research probability of return and cost
- ✦ Will major gifts be part of the appeal?
- ✦ How will follow-up be done?



# What's in it for me? *Super Size* it?



## ○ Sponsorships

- ✦ Win Win
- ✦ Benefit to the sponsor
- ✦ Target audience
- ✦ Sponsorship Package:  
Super Size it!
- ✦ Avoid double-dipping



# How to Secure Funding: Choose the Right Methods



## ○ Grants

- ✦ VERY competitive!
- ✦ Do your research
- ✦ Secure a contact at the foundation or corporation to steward your proposal (someone to follow-up with; insures proposal reaches right person(s)).
- ✦ Cannot budget amount to be raised
- ✦ Probably should be included in the mix



# Special Events: Great PR...Heavy HR



## ○ Special Events

- ✦ Excellent opportunity to raise awareness
- ✦ Think about the marketing opportunity
- ✦ Maximize return for time and energy invested—  
heavy staffing requirement
- ✦ How many and how often?



# Website & Social Media



- Online Giving
- Other online fundraising
- Facebook & other social media



# Major/Planned Gifts



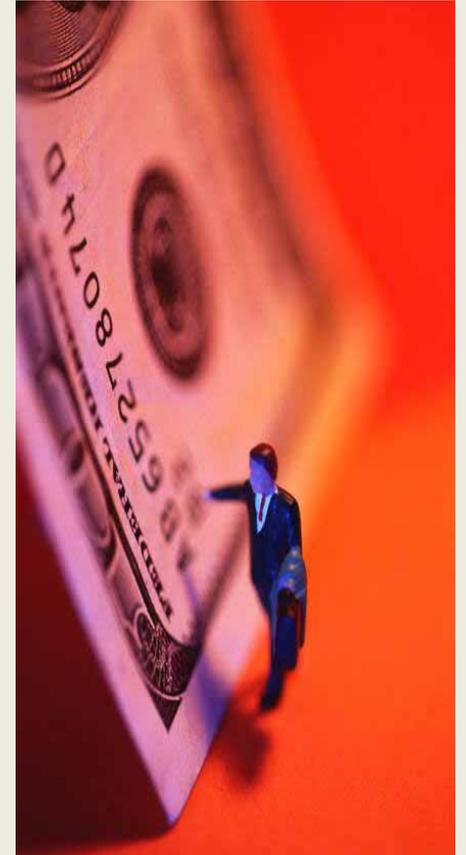
- Bequests and other planned gifts
  - ✦ Make people aware of the opportunity



# Identify the right prospect



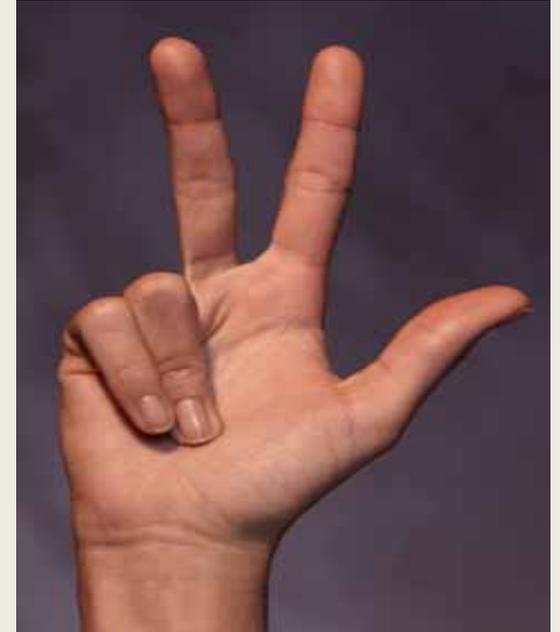
- Identify your prospects?
- Rate your prospects: 3 C's
  - Commitment & Concern
  - Capacity



# 3 things that a donor/sponsor wants



- To know that their gift was received
- To know that it is being used for the intended purpose
- To know that it is making a difference



# Make your case



- Make it compelling
- Tell a story



# The "Ask"



- Getting the appointment
- The focus of the visit
- The key to the discussion
- Closing the conversation and follow-up



# Next Steps



- Evaluation



- Stewardship



# Evaluation



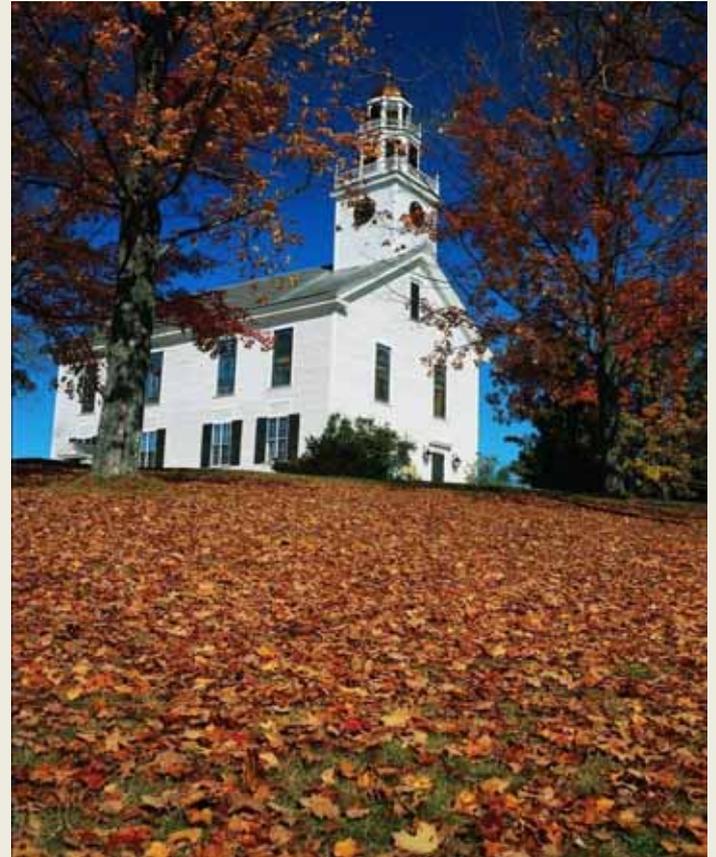
- What your supporters want to know...
- How will you do this?
- How will you relay the information back to donors?



# Stewardship



- What is it?
- What does it look like?
- Why is it important?
- Who should do it?



# Stewardship



- “Thank you” is not enough
- Ongoing relationship building



# Tips



- Don't go it alone
- Give yourself time
- Be creative and have fun



# Q & A



# Resources



Association	Website
Maine Association of Nonprofits	<a href="http://www.nonprofitmaine.org">www.nonprofitmaine.org</a>
Maine Philanthropy Center	<a href="http://www.maine philanthropy.org">www.maine philanthropy.org</a>
Association of Fundraising Professionals: Northern New England	<a href="http://www.afp-nne.org">www.afp-nne.org</a>

# Thank You!



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