

Fundraising: Whether You're Big or Small, We'll Tell You How!

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Presenters

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Objectives

- Provide a framework for developing your fundraising plan
- Provide real life examples of successful fundraising activities for downtown programs

Questions

- How many of you are doing good work?
- How many of you have enough resources (\$\$, staff, volunteers, board members, etc.) to do your good work?
- How many of you know how much money you need to do the good work?
- How many of 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.

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?
- What 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

List of Prospective Funders

- 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

List of Prospective Funders

- 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?
- Who already supports your organization?
 - Board members, volunteers
- Who benefits from your organization?

A Word about Grants

- Grants should be PART – not ALL - of your comprehensive fundraising strategy
- Grant funding = 16.5% of the financial contributions made to non-profit organizations nationally in 2003
- 74.5% (\$179 BILLION in 2003) of contributions to non-profit organization comes from individual donors
- Not a quick source of revenue
- Time consuming to research grant makers and develop fundable proposals

Researching Grant Opportunities

- Maine Philanthropy Center:
www.mainephilanthropy.org
- The Foundation Center: <http://foundationcenter.org/>
- Federal Grants: www.grants.gov
- Contact the funder (if allowable)
- Check the funder's website
- Review prior funding activity:
http://lnp.fdncenter.org/finder_990.html

Fundraising Activities

- For each prospective funder, 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
- For each strategy:
 - Who is responsible?
 - Staff, board members, fundraising committee
 - What is the timeframe?
 - What is the "pitch?"

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

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