Fundraising on a Shoestring
Breaking Myths/Stereotypes

• It’s okay to ask for funding
• Fundraising is what helps non-profits stay afloat, become successful, and ultimately help others
Getting Ready to Fundraise

Time to Fundraise!

Budget

Fundraising Goal

Data & Tracking
Developing a Budget

• Need to know what expenses and revenues are

• Why are you asking for funds...how are those funds being used (fiscally responsible)

• Need to start somewhere

• Look for help
Data & Tracking

• Keeping detailed records is extremely important
  – For tax purposes
  – Have records of individuals who have donated, to what, and when
  – Can use Excel or QuickBooks
Setting a Fundraising Goal

• Must be based in reality
• Tied to the budget
• Use past 3 years to determine trend
  – Ex. In 2012, you raised $10,000, in 2013 you raised $11,000, and in 2014 you raised $12,000
  – Experienced a 10% increase, then a 9% increase
  – Assuming a median 9.5% increase, you can expect to raise $13,140 in 2015
Ways to Fundraise

• Direct Mail (Old School)
• Technology-related (New School)
• Grants
• Special Events
• Face to Face Solicitation
Direct Mail (Old School)

- Harvesting donor information is a necessity for direct mail to work
- Address the cost vs. returns
- Return rates vary (average 2%)
- USPS 501(c)3 Permit advantages/ Contracted Mailing Houses
- “Past behavior is the best predictor of future behavior”
Internet/Technology (New School)

- Majority of fundraising still done the “old fashioned way”
- Internet is an invaluable communication tool
- Functional website with a donate button
- E-mail newsletters
- Facebook pages/events
- Crowdfunding (New Truck, Freezer, etc.)
- Online auctions
Grants

• Do your research
  • Does their area of interest fit what you do?
  • Don’t change or add programs or services to get grant money
  • Deadlines?
  • Average grant size?
  • Require letter of inquiry?
  • Understand their terms and conditions, i.e. data logging
Grants

• Perfect an LOI (Letter of Inquiry)
  • Keep it brief (2-3 pages at the most)
  • A need or problem you have identified
  • The proposed solution
  • Your organization’s qualifications for implementing that solution

• Include a…
  ➢ Introduction
  ➢ Your organization description
  ➢ Statement of need
  ➢ Methodology
  ➢ Other funding sources
  ➢ Conclusion and final summary
Special Events

• Good for friend-raiseing
• Expect to make little to no money in the first few years
• A great opportunity to build relationships...not the best way to raise funds
Face to Face Solicitation

- Can include meetings with corporations, foundations, individuals, etc.
- No matter what type of face to face interaction, it is important to
  - Look professional
  - Be prepared (elevator speech, practice presentation)
  - Have business cards ready
- Includes major gifts
Always Remember Donor Recognition

- People need to feel appreciated
- Timeliness is key
- Don’t ask for more money in thank you notes
- Find special ways to recognize extraordinary gifts
- Consider thank-a-thons
  - Board members/staff/volunteers make thank you calls or write personalized thank you letters
Feel Like You Aren’t Getting Anywhere?

• Don’t give up – keep trying
• Not everyone makes their initial goal the first or second...or fifth time
• You’re not only raising money, you are raising awareness – awareness usually comes first
• In the end, people give to people. Build relationships and the gifts will follow.
Q & A