

AGENDA

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| 5:45 p.m. - 6:10 p.m. | Arrivals & Refreshments |
| 6:10 p.m. - 6:15 p.m. | Welcome & Introductions - Janai Gilmore |
| 6:15 p.m. - 7:00 p.m. | Fundraising & Fund Development Essentials - Shamyle Dobbs <ul style="list-style-type: none">• Where's the Money Quiz - 15 minutes• The Fundraising Cycle: Five Essentials - 10 minutes• Overview of Possible Funding Sources - 10 minutes• Developing Sound Fundraising Processes and Plans - 10 minutes |
| 7:00 p.m. - 8:00 p.m. | Panel Discussion - Questions & Answers |

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WHERE'S THE MONEY?

1. **In a typical recent year, how much money did U.S. nonprofits raise from private philanthropy? (circle one)**
 - a. \$100 billion
 - b. \$200 billion
 - c. \$300 billion
 - d. \$400 billion

2. **Here are the four sources of private philanthropy. What percentage of giving comes from each category? The total adds up to 100%. (write percentages on each line)**
 - a. Foundations _____
 - b. Corporations _____
 - c. Individuals _____
 - d. Bequests _____

3. **Which nonprofit community raises the most money from private sources? (circle one)**
 - a. Colleges and Universities
 - b. Health Care
 - c. Religious Organizations
 - d. Arts
 - e. Social Services and Human Services

4. **How much do U.S. nonprofits receive from all of these sources: private giving, government funding, and fees and other earned income? (circle one)**
 - a. \$800 million
 - b. \$1 trillion
 - c. \$1.2 trillion
 - d. \$1.5 trillion

5. **What percentage of American households donate to nonprofit organizations? (circle one)**
 - a. 60%
 - b. 70%
 - c. 80%
 - d. 90%

6. **The typical American household supports how many charitable organizations per year? (circle one)**
 - a. 1-2 organizations
 - b. 3-4 organizations
 - c. 5-10 organizations
 - d. More than 10 organizations

7. **How much is the median household giving per year? (circle one)**
 - a. Less than \$500
 - b. \$500 - \$1,000
 - c. \$1,000 - \$2,000
 - d. More Than \$2,000

8. **Which demographic group gives away the most money as a percentage of household income? (circle one)**
 - a. The Poor
 - b. Middle Income
 - c. The Wealthy

POSSIBLE FUNDING SOURCES

GRANTS

Grants are formal contributions made to an organization by foundations, corporations, or government agencies, often to help the nonprofit address defined goals or manage specific programs. Some grants, called project or program grants, are for trying out new ideas or enhancing existing programs. Others, called general operating grants, support the overall work of the organization.

CORPORATE CONTRIBUTIONS

Some corporations create their own foundations (that award grants), and some award contributions directly through corporate giving programs - most out of their public affairs, community relations, or marketing departments. Many corporations give in-kind gifts - contributions of goods and services - rather than or in addition to cash contributions.

INDIVIDUAL CONTRIBUTIONS

Gifts to organizations from private individuals represent the largest portion of private money given to nonprofit organizations (more than 72 percent in 2012). Individual donors may support specific activities or the nonprofit's general costs. You may seek these contributions through the mail, over the phone, through your website or social media, in face-to-face visits, or at special events. Common types of individual contributions include the following:

ANNUAL GIFTS

A contribution written once a year to a charity is called an annual gift. The consistency of such gifts makes them of great value to the recipient.

MAJOR GIFTS

As suggested in the name, a major gift is a large amount of money. For some organizations, a major gift may be \$500, and for others it may be \$50,000.

MEMBERSHIPS

Similar to an annual gift in some ways, a membership is a contribution made once a year. The difference is that you often make a membership gift in exchange for a benefit or service from the nonprofit, such as a discount on tickets or a free tote bag, for example. Some nonprofits are structured so that their members play a role in their governance. However, that's a different, more formal relationship than calling a contributor a member because he or she paid to join.

PLANNED GIVING/BEQUESTS

These gifts are contributions that donors make to nonprofit organizations through their wills or other legal documents specifying what happens to their money and property after they pass away. Generally, the donor works with a trust officer at a bank or law firm to design his or her planned giving. Large nonprofits often employ staff who specialize in providing donors with technical assistance in this area.

SPECIAL EVENTS

From marathons to expensive banquet dinners to online auctions, fundraising events generate income that supports organizations. Contributors can deduct from their taxes the portion of any event ticket that is above and beyond the cost of the value of goods received at the event. Individuals, corporations, and small businesses are the likeliest supporters of special events.

CROWDFUNDING

Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people. Today, this is often performed via internet-mediated registries, but the concept can also be executed through mail-order subscriptions, benefit events, and other methods.

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STEP 1 | *Analyzing your fund development potential*

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| HOW FAR DO YOUR SERVICES REACH? | Do a lot of people understand, care about, and benefit from your organization's cause? Do you focus on a small geographic area or work on a statewide or national scale? |
| ARE YOU ONE OF A KIND? | If you are unique, you may have a difficult time explaining to potential donors who you are and what you do. Conversely, you may have an advantage when you appeal to foundations that like model programs. |
| HOW URGENT IS YOUR CAUSE? | Social media and crowdfunding can prove to be an effective strategy in rallying supporters around your cause. |
| DOES YOUR CAUSE ELICIT STRONG FEELINGS? | Even if your cause doesn't appeal to large numbers of people, a hot topic with a few passionate believers can still attract major gifts. Note: corporations and businesses may have reservations about funding controversial topics. |
| HOW WELL-KNOWN AND HIGHLY REGARDED ARE YOUR LEADERS? | Most people feel better about supporting an organization when they believe in its leaders. People give money to people they trust. |
| HOW WELL-KNOWN IS YOUR ORGANIZATION? | Just as any commercial company with a well-known brand name has an easier time selling its products, a nonprofit with a recognizable name often has an easier time attracting contributions. |
| WHO DO YOU KNOW? | Your nonprofit's contacts are important to its ability to raise money, especially when seeking funds from individuals. |
| WHAT CAN YOU PROVIDE A DONOR? | Many donors appreciate when they can benefit from a gift to you, so if you are in a position to offer something - consider it. |
| CAN YOU COVER THE NEEDED FUNDRAISING COSTS? | Special events and direct mail (fundraising letters sent to a large number of people) are expensive forms of fundraising. Estimate your ability to afford these costs. |
| DO YOU HAVE FUNDRAISING EXPERTISE? | Do you have staff members, board members, or volunteers with expertise in raising money? If not, can your organization afford to hire expert help? |
| HOW DOES THIS YEAR'S FUNDRAISING CLIMATE COMPARE TO LAST YEAR'S? | Apart from the value and importance of your organization, donors give money according to their capabilities - and those capabilities change with time. |

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STEP 2 | *Drafting a fundraising plan*

SET PRELIMINARY GOALS

Ask yourself how much you need to raise to cover your organization's costs in the year ahead. Naming a clear and reasonable goal is the first step in your planning.

ASK WHO YOU KNOW

Brainstorm a list of contacts - both the ones you and your board have now and the ones you want to have in the future. As you gather names, ask yourself the best way to approach those contacts - whether it's through formal proposals or during informal settings - and how much those prospects might give.

RESEARCH

Your research phase asks both who might contribute and how much they might give. Using directories, the internet, and advice from others, find as much as you can about your potential sources. Continually build your list of prospects and then refine and edit as you go.

ESTIMATE TIME AND COSTS

Raising money costs money. No organization receives every grant or gift that it seeks. So before you put your fundraising plan into action, you need to make sure your organization can afford its potential fundraising costs and that the possible return outweighs those costs. Fundraising costs should be a modest part of an organization's budget.

START PLANNING

Draft a schedule of what needs to be done when. Assign staff members, board members, or volunteers to different tasks and (this is important!) agree to a system of checking in with one another to make sure you are all completing your assignments.

A few words on plans:

- They must be written.
- They must have analyzed and evaluated the previous year's fundraising efforts.
- They must take into account the abilities of current staff and volunteer leadership, available resources, and budget requirements.
- They must cover sources of support, goals, timing, leadership factors, necessary materials, and donor/volunteer recognition.

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STEP 3 | *Moving to a fundraising action plan*

ASSIGN TASKS, GATHER TOOLS, AND MAKE A CALENDAR

For each of the revenue areas in your plan (government, foundations, corporations, and/or individuals), indicate:

- Who is going to work on raising the money?
- How many prospective sources does your organization need?
- Which tools do you need to meet your goals?
 - Fundraising Letters
 - Photographs
 - Social Media Campaigns
 - Crowdfunding
 - Membership Cards
 - Online Donation System

Outline a general time frame for how long your fundraising efforts will take and research specific deadlines for government, foundation, and corporate grants. Include in your calendar a schedule for staff, board, and volunteers to check in with one another on progress made toward completing their assigned tasks.

LINK YOUR COST ESTIMATES TO EACH FUNDRAISING GOAL

Create a fundraising cash flow outline that shows when you need up front money and when you can expect to secure income from your efforts. Keep in mind some foundations have a rather lengthy time from letter of intent to grant funding, sometimes up to 18 months.

COMPILE EVERYTHING INTO ONE DOCUMENT - THIS IS YOUR FUNDRAISING PLAN

Your final plan should consist of the following elements:

- Sources sought and fundraising goals (for example: foundation grants - \$75,000, and special events revenue - \$2,200)
- Prospects identified (both current and prospective contributors), along with amounts you expect them to give
- Number of prospects you need to achieve your goals in each category
- List of who is responsible for making particular contacts or contributing other services to raising the funds
- Estimated costs of pursuing the contributions in each category
- Timeline and cash flow projection

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RESOURCES

Creating a Fundraising Plan

<http://www.thefundraisingauthority.com/fundraising-basics/fundraising-plan/>

Joe Garecht advises on the importance of a fundraising plan for small nonprofits in the Fundraising Authority's online newsletter.

Donor Management Software Options

<http://www.idealware.org>

Idealware offers researched advice about software options for nonprofits - including donor management and constituent relationship software choices.

Grassroots Fundraising

<http://www.grassrootsfundraising.org>

Focused on social justice organizations, but with articles and advice that are relevant to many fundraisers, the Grassroots Fundraising Journal is an excellent resource.

The Ins and Outs of Raising Funds

<http://www.raise-funds.com>

Tom Poderis offers good advice in his fundraising blog.

Innonet

<http://www.innonet.org>

Get help with planning at the Innovation Network site.

Nonprofit Management Library

<http://www.managementhelp.org>

Carter McNamara of Authenticity Consulting maintains the Free Management Library, an online collection of useful articles about fundraising and other topics.

Six Steps to a Fundraising Plan

<http://nonprofit.about.com/od/fundraisingbasics/tp/basicfundraisingtips.htm>

Joanne Fritz, About.com guide to all things nonprofit, offers user-friendly advice for creating a fundraising plan.

Tutorial for Creating a Fundraising Plan

<http://foundationcenter.org/getstarted/tutorials/establish/fund.html>

Among other valuable items found under the Foundation Center's "Gain Knowledge" menu is a tutorial about how to develop a fundraising plan.

U.S. State Charity Offices

<http://www.nasconet.org>

The National Association of State Charity Officials (NASCO) is an association of state offices charged with oversight of charitable organizations in the United States. This site provides links to state offices regulation nonprofits and fundraising.

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