



FUNDRAISING & FUND DEVELOPMENT





MISSION STATEMENT

To support and empower nonprofit community organizations in Michigan that serve low-income individuals and communities, with an emphasis on community economic development, by providing pro bono legal services and technical assistance.



WHAT WE DO

- **DIRECT SERVICES**

- Pro Bono Referral Program
- Capacity Building Program
- Neighborhood Exchange Office Hours
- Fee-based Engagement, Evaluation, and Strategic Planning

- **POLICY INITIATIVES**

- Special Assessment District
- Urban Livestock Ordinance Community Engagement

- **PROJECTS**

- Neighborhood Commercial Capacity Building
- Greenfill Development



WHAT WE DO

- **PUBLICATIONS**

- Legal Manuals
- Neighborhood Stabilization Toolkits
- Neighborhood Exchange
- E-Learning

- **WORKSHOPS**

- Legal Workshops & Clinics
- Neighborhood Exchange Workshop Series
- Land Forum

- **NETWORKS & COLLABORATIVE WORKTABLES**

- New Economy Initiative – Neighborhood Strategy Worktable



JOIN OUR NETWORK
**CONNECT TO
NEIGHBORHOOD
EXCHANGE**



RESOURCES • EVENTS • IDEAS • PEER NETWORK



FUNDRAISING & FUND DEVELOPMENT

**Fundraising is
the gentle art of teaching
the joy of giving**

- Hank Rosso



THE FUNDRAISING CYCLE: FIVE ESSENTIALS

1. Analyze the organization's fundraising past

Planning future fundraising activities relies on knowing about past performance. Pay special attention to reviewing mailing lists, and in particular your current donor base, for relevant information.

- How much was raised?
- From which sources?
- How much did it cost?
- How much staff and volunteer time did it take?



THE FUNDRAISING CYCLE: FIVE ESSENTIALS

2. Build the organization's case for support

Why are we relevant and necessary? More directly, what have we done lately? What will we accomplish with additional funds?

The case statement includes:

- Statement of condition you want to effect – **The Need**
- Support evidence
 - **Dates; Descriptions of previous activities and completion date**
- Plans to affect/alleviate the condition
 - **Objectives and methods**
- Demonstration of impact on the condition – **Evaluation**



THE FUNDRAISING CYCLE: FIVE ESSENTIALS

3. Set goals for the organization

- What do we want to achieve
- By, when?



THE FUNDRAISING CYCLE: FIVE ESSENTIALS

4. Develop implementation strategies and activities

Plan on how we will get there, taking into particular consideration the following:

- Establishing a reasonable goal, one that is achievable and which takes into account past activities and results
- Training requirements



THE FUNDRAISING CYCLE: FIVE ESSENTIALS

4. Develop implementation strategies and activities, contd.

- Establishing a budget for fundraising
It costs money to raise money!!!
- Creating and using a gift range chart for planning purposes and to analyze your constituency
- Volunteer and staff time commitments, and methods to involve new volunteers



THE FUNDRAISING CYCLE: FIVE ESSENTIALS

5. Monitor Results

- What worked
- What didn't
- What will we do different from now on?



Possible Funding Sources

- **Grants**
- **Corporate Contributions**
- **Individual Contributions**
 - Annual Gifts
 - Major Gifts
 - Memberships
 - Planned Giving/Bequests
 - Special Events
 - Crowdfunding



THE FUNDRAISING PROCESS & PLANS

- 1. Analyze Your Fund Development Potential**
- 2. Draft A Fundraising Plan**
- 3. Moving To A Fundraising Action Plan**

- Determine institutional goals.
- Determine fundraising goals.
- Identify and evaluate prospects build prospect relationships with the organization.
- Prepare a case statement.
- Organize your human resources.
- Lay out a timetable.
- Solicit your prospects.
- Acknowledge contributions of time and money.



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STAY CONNECTED!



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@micommres



313.962.3171



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We make Detroit stronger by connecting community groups to resources, news, workshops and a peer network.