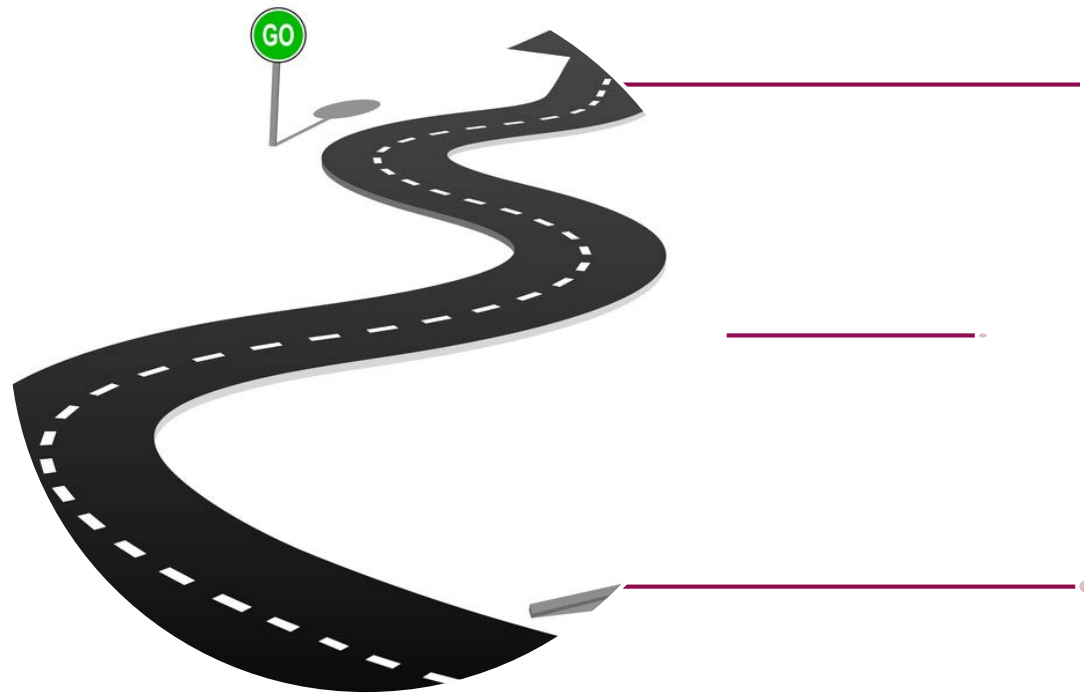


# Fundraising Effectively on a Tight Budget: Helpful Tips to Get Started and be Successful

BY SANDRA ORTSMAN

# Today's Presentation



Fundraising  
101

Being  
Strategic

Helpful  
Tips

# What's so great about private donations?

Your Rainy Day Fund

Generally Unrestricted

Helps Leverage More Money

# Grants and Contracts are Important but...

Generally Restricted

Can be Unreliable

Can't be Saved

# Shifting How We Think about Fundraising



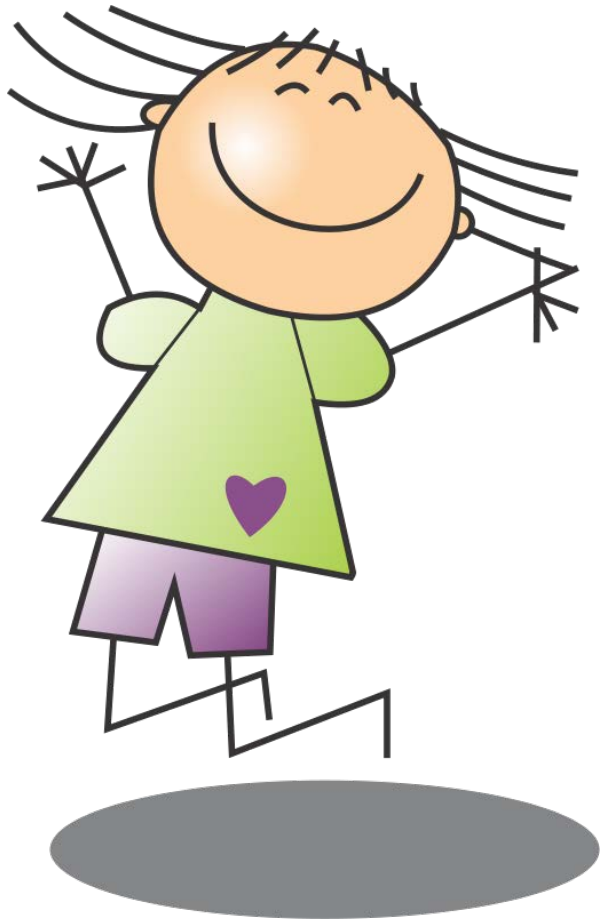
# Let's Talk About Money!



## Poll

Do you feel so nervous asking for money from individuals- that you would rather do anything else?

While Talking about Money Makes us  
Feel Uncomfortable....



**Giving feels  
good!**



# Private Sector Giving: We are Generous

**gen·er·ous**  
*adj* 1: free in giving or sharing 2: noble *syn* open-handed

POLL

Does your organizations  
currently have private  
donors?

## Trivia

What is the number one reason people donate to a cause?

## Trivia

What is the number one reason people don't give a second time?

# Fundraising Should Tie to Your Mission

You can actually advance your mission as you fundraise!

# But Who has the Time? You Need Help!



**You must bring people in to help you!**

**And you must be strategic with your activities!**

# Engaging Your Board



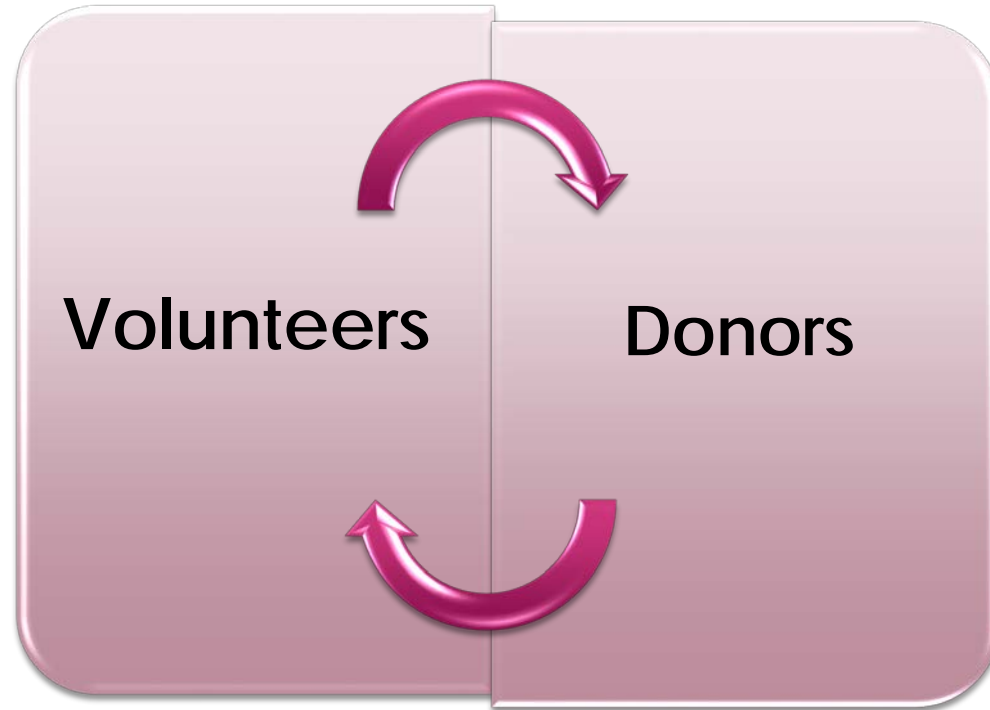
# Form a Development Committee



**But, be  
wary of the  
Committee  
of Great  
Ideas**



# Engage Your Volunteers

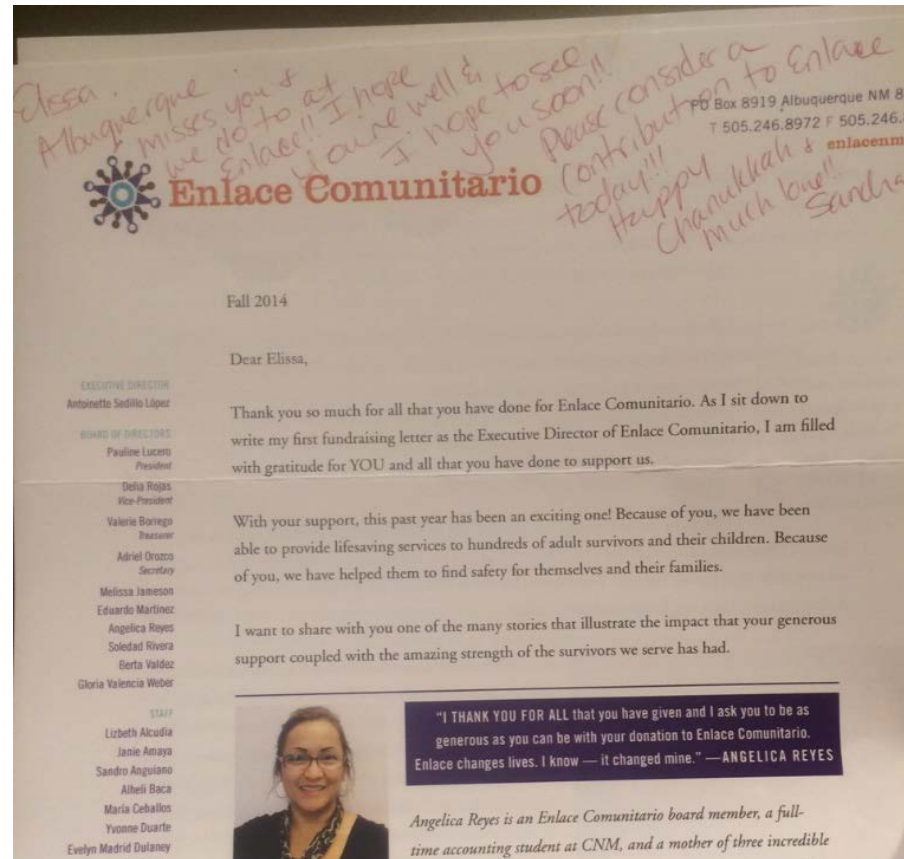


# Creating a Smart Fundraising Plan

- ▶ Setting a Realistic Goal
- ▶ Deciding on Some Key Activities with Goals
  - ▶ Creating a Timeline
- ▶ Identifying Prospects and Asking

# Some Smart Fundraising Activities

## Your Annual Letter



# More Activities: House Parties



# One on One Asks: The Most Effective Fundraising Activity



# Let's Talk about Events

- ▶ **Forget the Galas!** Too much time and effort and money
- ▶ Think about events as a way to steward, engage and retain your donors
- ▶ Leverage **existing** MainStreet events
- ▶ **Volunteers** can be very helpful with events

# Program Ads and Sponsorships

**FOR SALE!**

# Thanking Your Donors





# Some Pitfalls to Avoid

Spending too much time with little return

Doing an event that feels “icky”

Sending out direct mail without an ask or a thank you

The big ideas committee

Working in isolation

# Getting Started on Your Plan

Goal	Activity	Timeline	Lead Person	Support People	Fundraising Goal
Acquire new and retain existing donors	Send out annual fundraising letter	November	??	Staff and board members to write personal notes and contribute names	\$5,000
Expand organization's donor base	Host 2 House Parties, recruit two board members to host	One in June, One in December	Board member	Development Committee	\$2,500

# Great Resources

Kim Klein, Fundraising for Social Change

Lynne Twist, The Soul of Money

Tom Ahern, [www.aherncomm.com](http://www.aherncomm.com)

Questions?



**Thank you!**