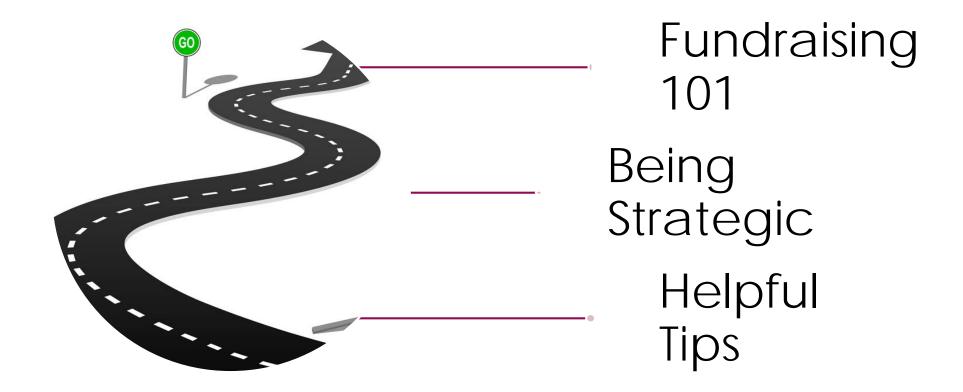
Fundraising Effectively on a Tight Budget: Helpful Tips to Get Started and be Successful

BY SANDRA ORTSMAN

Today's Presentation



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

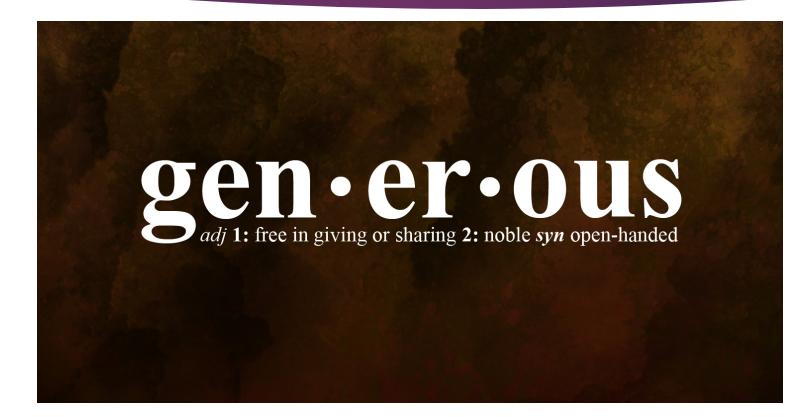
Do you feel so nervous asking for money from individuals- that you would rather do anything else?

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



Giving feels good!

Private Sector Giving: We are Generous



POLL

Does your organizations currently have private donors?

Trivia

What is the number one reason people <u>donate</u> to a cause?

Trivia

What is the number one reason people <u>don't</u> 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

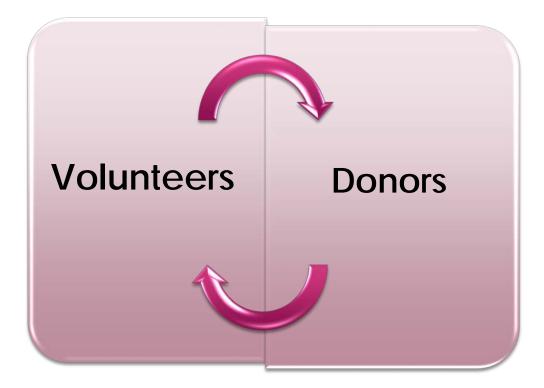


Form a Development Committee



But, be wary of the Committee of Great Ideas

Engage Your Volunteers

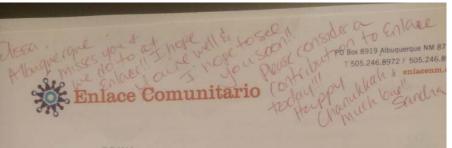


Creating a Smart Fundraising Plan

 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



Fall 2014

Delia Rojas

Valerie Borrego

Angelica Reves

Soledad Rivera Berta Valdez Gloria Valencia Weber

> Lizbeth Alcudia Janie Amaya

Sandro Anguiano Alheli Baca María Ceballos

Yvonne Duarte

Evelyn Madrid Dulaney

Treasurer Adriel Orozco

Secretary Melissa Jameson Eduardo Martínez

Dear Elissa,

Thank you so much for all that you have done for Enlace Comunitario. As I sit down to write my first fundraising letter as the Executive Director of Enlace Comunitario, I am filled with gratitude for YOU and all that you have done to support us.

With your support, this past year has been an exciting one! Because of you, we have been able to provide lifesaving services to hundreds of adult survivors and their children. Because of you, we have helped them to find safety for themselves and their families.

I want to share with you one of the many stories that illustrate the impact that your generous support coupled with the amazing strength of the survivors we serve has had.



"I THANK YOU FOR ALL that you have given and I ask you to be as generous as you can be with your donation to Enlace Comunitario. Enlace changes lives. I know — it changed mine." — ANGELICA REYES

Angelica Reyes is an Enlace Comunitario board member, a fulltime accounting student at CNM, and a mother of three incredible

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 <u>steward</u>, <u>engage</u> and <u>retain</u> your donors
- Leverage existing MainStreet events
- Volunteers can be very helpful with events

Program Ads and Sponsorships



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

Questions?



Thank you!