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!
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
Does your organization currently have private donors?
What is the number one reason people donate to a cause?
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

Volunteers

Donors
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

Dear Elisa,

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 life-saving services to hundreds of clients and their children. Because of you, we have helped them to find safety for themselves and their families.

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

Thank you for all that you have given and ask you to be as generous as you can be with your donation to Enlace Comunitario.

Enlace changes lives. I know — it changed mine. — AMANDA REYES

Angelica Reyes is an Enlace Comunitario board member, a full-time accounting student at CNM, and a member 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 **steward, engage** and **retain** your donors.
- Leverage **existing** MainStreet events.
- **Volunteers** can be very helpful with events.
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

<table>
<thead>
<tr>
<th>Goal</th>
<th>Activity</th>
<th>Timeline</th>
<th>Lead Person</th>
<th>Support People</th>
<th>Fundraising Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquire new and retain existing donors</td>
<td>Send out annual fundraising letter</td>
<td>November</td>
<td>??</td>
<td>Staff and board members to write personal notes and contribute names</td>
<td>$5,000</td>
</tr>
<tr>
<td>Expand organization’s donor base</td>
<td>Host 2 House Parties, recruit two board members to host</td>
<td>One in June, One in December</td>
<td>Board member</td>
<td>Development Committee</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
Great Resources

Kim Klein, Fundraising for Social Change

Lynne Twist, The Soul of Money

Tom Ahem, www.ahemcomm.com
Questions?

Thank you!