

**NEW MEXICO MAINSTREET**  
**2015 WINTER QUARTERLY**  
**FEBRUARY 18-20**

Fundraising for Main Street Projects

# Four Fundamental Keys To Success

- 1. Fundraising culture needs to permeate throughout your organization.**
- 2. Most of the work in fundraising is not about soliciting or asking for money.**
- 3. Fully equipped “Development Toolkit”.**
- 4. Detailed action plan and budget for EACH fundraising activity.**

# Fundamental Keys To Success

## 1. Fundraising culture needs to permeate throughout your organization.

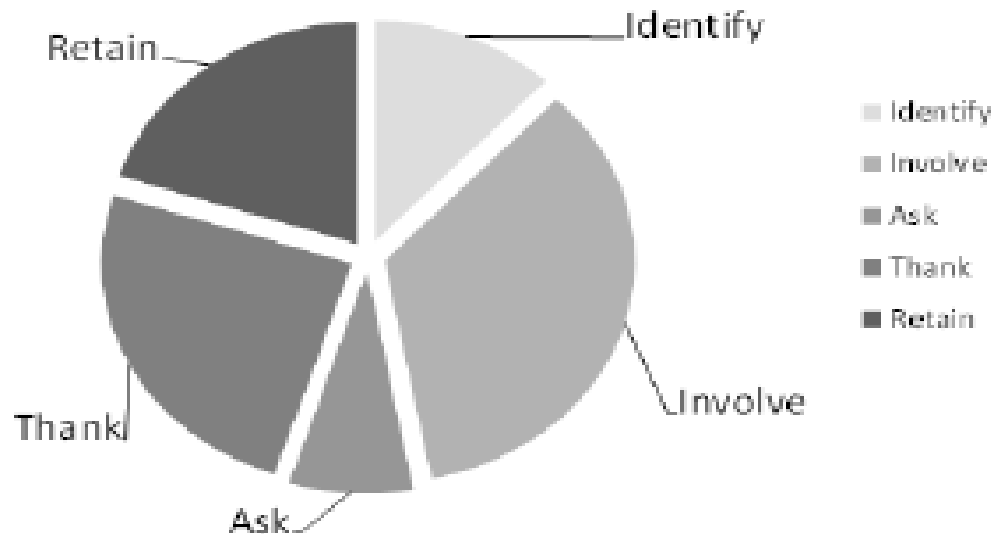
- Everybody on board gives money.
- Everybody identifies potential donors.
- Everybody participates in fundraising.
- Everybody is trained and has the necessary tools.
- Everybody embraces fundraising as a high priority.
- Everybody knows they are in this for the long run.



# Five Fundamental Keys To Success

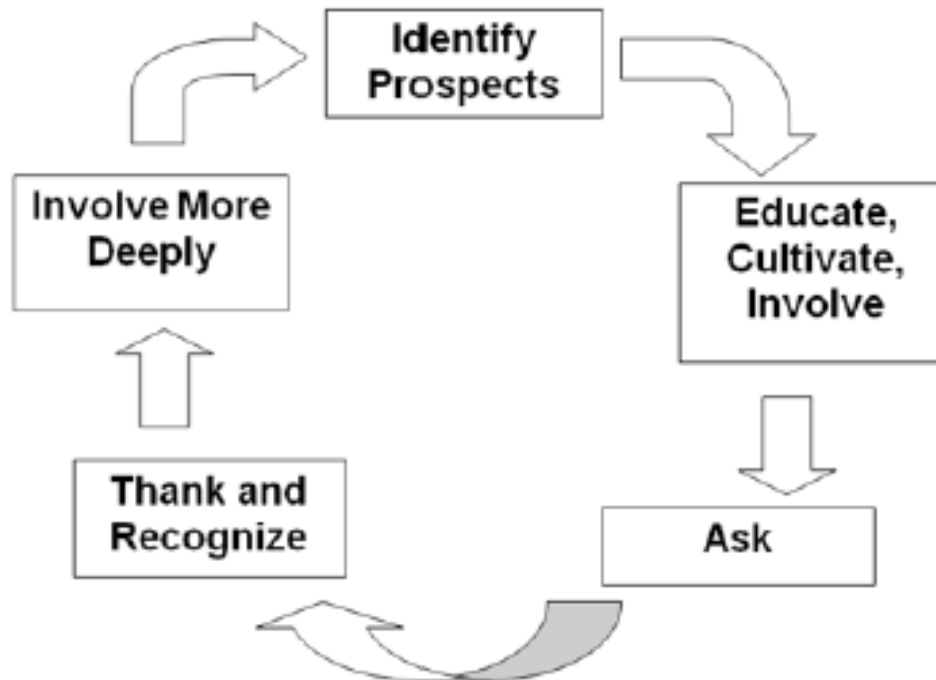
**2. Most of the work in fundraising is not about soliciting or asking for money.**

## Breakdown of Time Spent on Each Phase of Fundraising Cycle



# Five Fundamental Keys To Success

**2. Most of the work in fundraising is not about soliciting or asking for money.**



# Five Fundamental Keys To Success

## 3. Fully Equipped “Development Tool Kit”

### □ Strategic Tools

- Strategic Plan
- Benchmarks
- Guidelines
- Performance Targets

### □ Development Aids

- Case Statements
- Talking Points
- Donor Software
- Collateral
- “Leave Behinds”
- Online Giving Tactics



# Four Fundamental Keys To Success

## 4. Detailed action plan and budget.

- Identify the Goal/Activity.
- Decide which committee will be responsible.
- Breakdown the activity into smaller tasks.
- Determine timeline, responsibilities and costs.
- Draft some level of measurement or benchmarks



# Fundraising for Projects

Planning

Streetscape  
Improvements

Cultural Facilities

Façade/Storefronts

Pedestrian  
Amenities

Public Space  
Enhancements

Maintenance and  
Needed Upgrades





# Fundraising for Projects

Matching Funds

Seed Money

Gap Funding

Items Up and  
Beyond Project  
Budget

Reserve

Maintenance

Programming

Operations



# Fundraising for Projects

Fundraising Events

Capital Campaigns

“Buy a” Promotion

Naming Rights

Enhanced Donor Program

End of the Year Campaigns

Endowments



The Last-  
Minute Year-  
end Giving  
Campaign Plan



**TASTE THIS!**  
*a clovis mainstreet friend, fun & fundraiser*

food music beer wine art  
friday april 11 7-10PM

at the  
**Underground Embassy**  
321 east 1st clovis nm

**\$25** *supports downtown revitalization*  
tickets available at the door, chamber of  
commerce & the clovis mainstreet office

more information

575 309 8370

# Next Steps

**Identify the gap or need.**

**Draft your action plan.**

**Attend the Fundraising Institute - March 5 - 10 am  
CNM Workforce Training Center.**



**Thank you.**

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