
The Fundraising Merry-Go-Round: Small Shop Fundraising for Sustainability



Crazy Ride on a Merry-Go- Round

INTRODUCTIONS

Your Presenters

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Simple Steps to Build Sustainable Funding



This session will provide “fundraising nuggets” on practical steps to build diverse, sustainable, and flexible funding.



It is designed for executive directors, staff, and board who are tired of chasing dollars and want to fundraise more strategically and effectively.



Participants will be provided with tips and strategies that have been developed over decades of experience and are proven to work.



Learn how to position your organization for growth so that you can get off the Fundraising Merry-Go-Round!

A close-up, low-angle shot of a carousel horse. The horse's body is painted in vibrant blue and purple colors with a textured, pebbled surface. Yellow metal handles are attached to the sides. The background is a blurred, dark grey or black surface, suggesting a carousel platform. The text "Let's Get Real!" is overlaid in the center in a white, bold, italicized font.

Let's Get Real!

What is your nonprofit role?

- CEO/ED
- Fundraiser
- Program Staff
- Board Member
- Marketing/Communications
- CFO/COO
- Other



What is your primary source of funding?

- Private/Corporate Grants
- Government Grants
- Individual Donors
- Events
- Earned Income
- Equal from two or more sources



Where to Begin?

3 areas to focus on first

- Case for Support
- Data Management
- Fundraising Plan/Calendar





Case for Support

- **Break into groups of 2 – 3**
- **Share your case for support!**

Fundraising Nuggets:

Case for Support

Case for Support

- Share out – Present your “ah – ha” moment during your group pair and share.
- What is a Case for Support/Case Statement?
 - A Case for Support/Case Statement is a concise, emotionally-compelling overview of your organization that outlines why and how people should provide support.
- What should a Case for Support include?
 - Mission and Vision
 - Emotional Connection (client story or need – be careful to avoid negative exploitation of clients)
 - Brief history and overview of core programs/services
 - Why support is needed
 - How to give



We Educate, Connect, and Empower
with Respect, Integrity, and Transparency

153 Babies
reported born to teen
mothers in Durham
County in 2021



Programs & Services

One-on-One Case Management: Advocacy Coaches provide intense direct support to equip participants with resources and services necessary to successfully reach their goals.

\$3840

Fundraising Nuggets: Case for Support

Case for Support

- How do you create one?
 - Keep it simple
 - Make it visually appealing
 - Make key points stand out
- What do you do with it?
 - Use it as your base messaging for other marketing and communications needs:
 - Social posts
 - Basis for onger, project-specific cases for support
 - Grant and other proposals for funding
 - Share it widely with:
 - The Board, Staff, Volunteers, People you meet
 - Email it, mail it, hand deliver it, keep stacks at events...

94%

HIGH SCHOOL
GRADUATION
RATE FOR
H.E.A.R.T.S.
PARENTS



The Need!

8,000+ adolescent
parents reside in the
state of North Carolina



28.5 % of pregnancies
in women ages 15-19
were repeat
pregnancies



Only about **50%** of teen
mothers earn a high
school diploma by 22,
vs. 90% of non-mothers



Data Management

Flip Chart

- What Database/CRM are you using?
- Email marketing?
- Gift Processing/other Data tools?
- Do you like them/recommend them?

Fundraising Nuggets: Data Management

Data Management

- Collecting donor and prospect data is tedious, time-consuming, and never-ending, but it is **CRITICAL** to growing your donor pool, cultivating and stewarding donors, and increasing funding!
- Get all contacts into one database/spreadsheet and keep updating/adding!!!!
- Make sure your donors are on your email/marketing lists
- Consistency is **KEY!** (schedule regular data entries/updates on calendar)



Fundraising Plan/Calendar

STAND – if you have a current/annual fundraising plan or calendar?

- **What is the format?**
- **What is included?**
- **If not, what has prevented it?
(Time/Capacity,
Knowledge/Experience)**

Fundraising Nuggets: Fundraising Calendar/Plan

Fundraising Calendar/Plan

- Fundraising Calendar and/or
- Simple Fundraising Plan
- What area(s) provide your greatest opportunities for funding growth?

Types of Donors overview:

- Private/Corporate Foundations (Grants)
- Government/Public (Grants)
- Individual Giving (Annual, Major, Estate)
- Events (Corporate Sponsorship, Tickets)
- Earned Income (Sales of products or service)

A carousel horse with a blue and purple base and yellow railings. The background is a blurred outdoor setting.

What 2-3 "Nuggets" will you take back to your organization to implement?