# 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!

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**

# 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...**

# 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)