

# Fundraising for Nonprofits

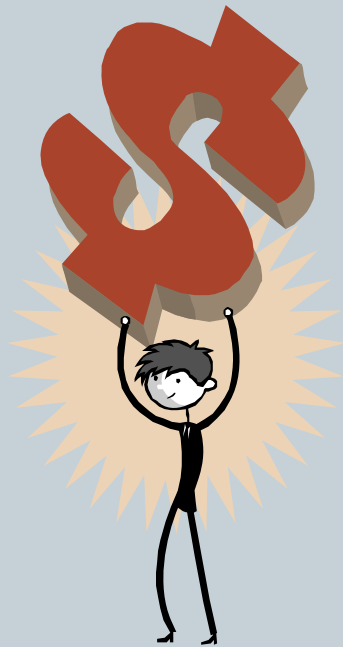


Welcome to HAC's webcast!

**The webcast, sound, and recording will begin at 2:00 pm EST.**

*Due to the number of participants, questions can only be accepted via the internet. Please click on the "Raise Hand" button at any time during the webcast and send a chat to the Chairperson.*

# Fundraising for Nonprofits



**HAC/OWEESTA**  
Rural Housing and Economic  
Development  
Webinar Series



# Housing Assistance Council

*Building Rural Communities*



- Established in 1971
- National nonprofit organization
- Created to increase the availability of decent and affordable housing for low-income people in rural areas throughout the U.S.
- Provide services to local, state, and national organizations

# Housing Assistance Council



## **Housing Assistance Council**

1025 Vermont Ave Ste 606  
Washington DC 20005  
(202) 842-8600  
hac@ruralhome.org  
www.ruralhome.org

## **Southeast Regional Office**

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(404) 892-4824  
southeast@ruralhome.org

## **Southwest Regional Office**

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Albuquerque, NM 87110  
(505) 883-1003  
southwest@ruralhome.org

## **Midwest Regional Office**

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(816) 880-0400  
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## **West Regional Office**

717 K Street  
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Sacramento, CA 95814  
(916) 706-1836  
west@ruralhome.org

# HAC/OWEESTA



## Rural Housing & Economic Development Webinar Series

The Housing Assistance Council (HAC), in partnership with the U.S. Department of Housing and Urban Development (HUD) and the First Nations Oweesta Corporation (OWEESTA), is pleased to present a series of capacity building webinar sessions for community-based organizations seeking to assess and improve organizational capacity. Each webinar is designed to provide key elements to consider in addressing critical topics to help ensure the long-term success of an organization's programs and overall operations.

# Upcoming Webinars



## Grant Writing

Date: Wednesday, May 16, 2012

Time: 2:00 - 3:00 PM EST

## Green Building

Date: Wednesday, June 20, 2012

Time: 2:00 - 3:00 PM EST

Shonterria Charleston, 404-892-4824 ext. 227 or [registration@ruralhome.org](mailto:registration@ruralhome.org).

# Fundraising & Those Activities that Impact Fundraising



- **Common Fundraising Concepts**
- **Giving Programs**
- **Fundamentals of Fundraising**
- **Organizational Readiness**
- **Typical Strategies**
- **Resources**

# Fundraising Development Plan Poll



How many of you currently have  
Fundraising or Resource  
Development Plans?



# Fundraising



“The total process by which an organization increases public understanding of its mission and acquires financial support for its programs.”

*The AFP Fundraising Dictionary*



## **Common Fundraising Concepts**

- Resource Development
- Revenue Development
- Case Statement
- Development Plan
- Volunteerism
- The Ask (four ways)
- Sources of Funds –Eight Categories

# Common Concepts

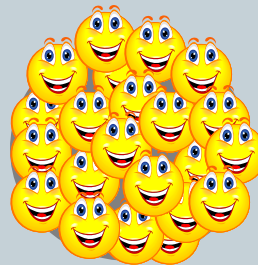


## Resource Development

The process of identifying, cultivating, and securing human and financial support for an organization.



IMAGE



PEOPLE



MONEY

# Common Concepts



## Revenue Development

**Fundraising**

**Earned Income**

**Borrowing  
Or  
Capital**

## Case Statement Poll



How many of you have Case Statements?

# Common Concepts



## Case Statements

A case statement is your organizations vision in print. It simply describes the work of the organization.

- Easily understood
- Target various donor types

# Common Concepts



## Development Plan

Written outline of how the organization plans to raise funds for the upcoming year.

- ✦ Past fundraising efforts
- ✦ Results of those efforts
- ✦ Strategies
- ✦ Responsible persons (staff/board)
- ✦ Timeline



# Common Concepts



## Volunteers

Unpaid workers that supplement the work of paid employees.

- Advantages
- Challenges





# Common Concepts



## The Ask!

*Four Ways to Solicit Donors*

In Person

By Telephone

By Mail

Electronically

# Common Concepts



## **Sources of Funds**

- Individuals
- Small Businesses
- Large Corporations
- Foundations
- Federated Fund-Raising Organizations
- Faith-Based, Civic and Service Organizations
- Government

# Giving Programs



## Annual

- Unrestricted

## Program

- Restricted / Designated for Special Projects

## Capital

- Building or Revolving Loan Fund

## Planned

- Estate Planning



## Fundamentals of Fundraising

The primary fundamental of fundraising is to be clear with regard to your organization's mission.

What are you about”?

# Fundamentals of Fundraising



- Establish the Cause
  - Distribution of Wealth
  - Source of Funds \*\*
  - Natural Constituencies
  - Leadership Imperative
  - Peer Principle \*\*
  - Domino Theory \*\*
  - Institutional Protocol
- Ask for a specific amount
  - Positive Motivation
  - Promotional Backup
  - Time Line
  - Goal Setting
  - Management System
  - Essential Elements Included
    - Cause
    - Donor and Workers
    - Organization Activities



Organizational  
Readiness

## Role of Strategic Planning

- Describe the environment
- Mission and Values statements
- Goals and or objectives
- Strategies
- Implementation strategies

# Organizational Readiness



- **Self Assessment for Readiness**
  - Clearly articulate the organization's mission
  - Readily justify asking for contributions
  - Employs capable staff
  - Active BoD
  - Established history of financial support
  - Fiscal responsibility and Management
  - Internal Characteristics

# Organizational Readiness



- **Community and Volunteer Support**
  - Local employers
  - Colleges and Universities
  - Individuals
  - Committee members
  - Service clubs, unions
  - Vendors
  - Beneficiaries



# Organizational Readiness



- **Board and Staff**
  - Attend fundraising workshops
  - Adopt Development plan
  - Add new talent or expertise to BoD
  - Create a Resource Development Committee

# Fundraising Strategies



- Mail Campaigns
  - ✦ Direct Mail
  - ✦ Select Mail
- Special Events & Benefits
- Grants
  - Community
  - Independent
  - Company
  - Operating
- Business Campaigns
- Sponsorships

# The Development Plan



## ■ Key Components

- ✦ Purpose
- ✦ Dollar Goal
- ✦ Target Audience
- ✦ Strategy
- ✦ Timeline
- ✦ Management Plan
- ✦ Special Policies
- ✦ Evaluation Tools

# Case Statements



- **General Overview**
  - Work with your staff and board to develop a clear, credible and compelling description of your organization
    - ✦ Emphasize opportunity rather than need
    - ✦ Accent the timeliness of a donor's potential contribution
    - ✦ Use simple words and short, straight forward sentences
    - ✦ Be concise
    - ✦ Be constructive
    - ✦ Focus on outcomes
    - ✦ Speak the prospect's language.

# Case Statements



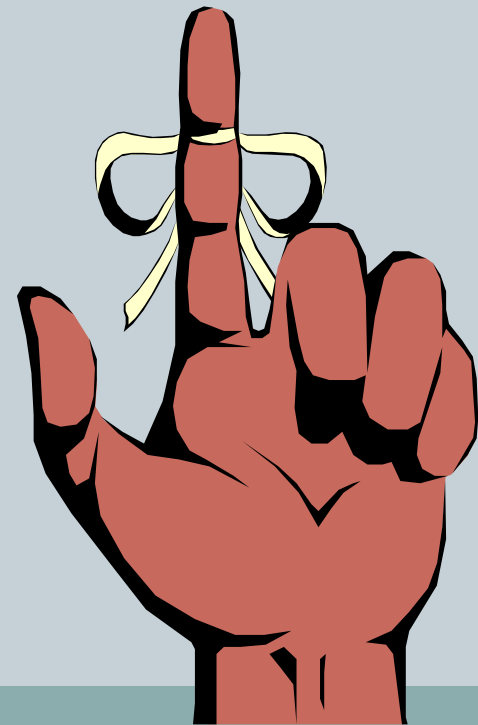
- Making Your Case
  - What should you include?
    - ✦ Community Issues
    - ✦ Mission
    - ✦ Track Record
    - ✦ Primary Objectives
    - ✦ Organizational Resources
    - ✦ Future plans
    - ✦ Accountability (budget/financial info)

# Fundraising & Those Activities that Impact Fundraising



## Key Things to Remember:

- ✦ Who to ask
- ✦ Who should do the asking
- ✦ How to make the request
- ✦ How much to request
- ✦ Practice various strategies

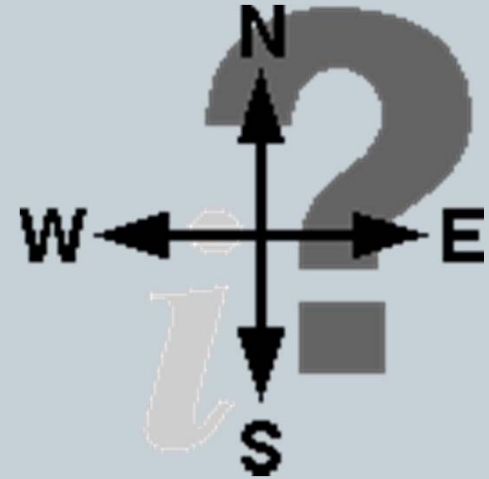


# Resources



## Important Websites:

- [www.boardsource.org](http://www.boardsource.org)
- [www.grants.gov](http://www.grants.gov)
- [www.nonprofits.org](http://www.nonprofits.org)
- [www.usda.gov/nonprofi.htm](http://www.usda.gov/nonprofi.htm)
- [http://www.irs.ustreas.gov/plain/bus\\_info/eo/](http://www.irs.ustreas.gov/plain/bus_info/eo/)
- [www.ruralhome.org](http://www.ruralhome.org)



# Wrap Up



Materials from today's webinar  
and the recording will be available  
on HAC's website.

[www.ruralhome.org](http://www.ruralhome.org)



**HAC**