

A Foundation for Fundraising



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Learning Objectives



1. The fundamental components of resource development
2. Nonprofit revenue sources
3. Assessing organizational capacity for fundraising
4. Developing a fundraising plan

Fundamental Components of Resource Development



- **WHAT IS THE DIFFERENCE BETWEEN RESOURCE DEVELOPMENT AND FUNDRAISING?**
- **THREE PILLARS OF RESOURCE DEVELOPMENT**
 - People
 - Money
 - Image

Three Pillars of Resource Development



Financial Stability:
Self Sufficient Organization
Able to Address Community Needs

Participation

Support

Understanding

People

Money

Image

Resource Development

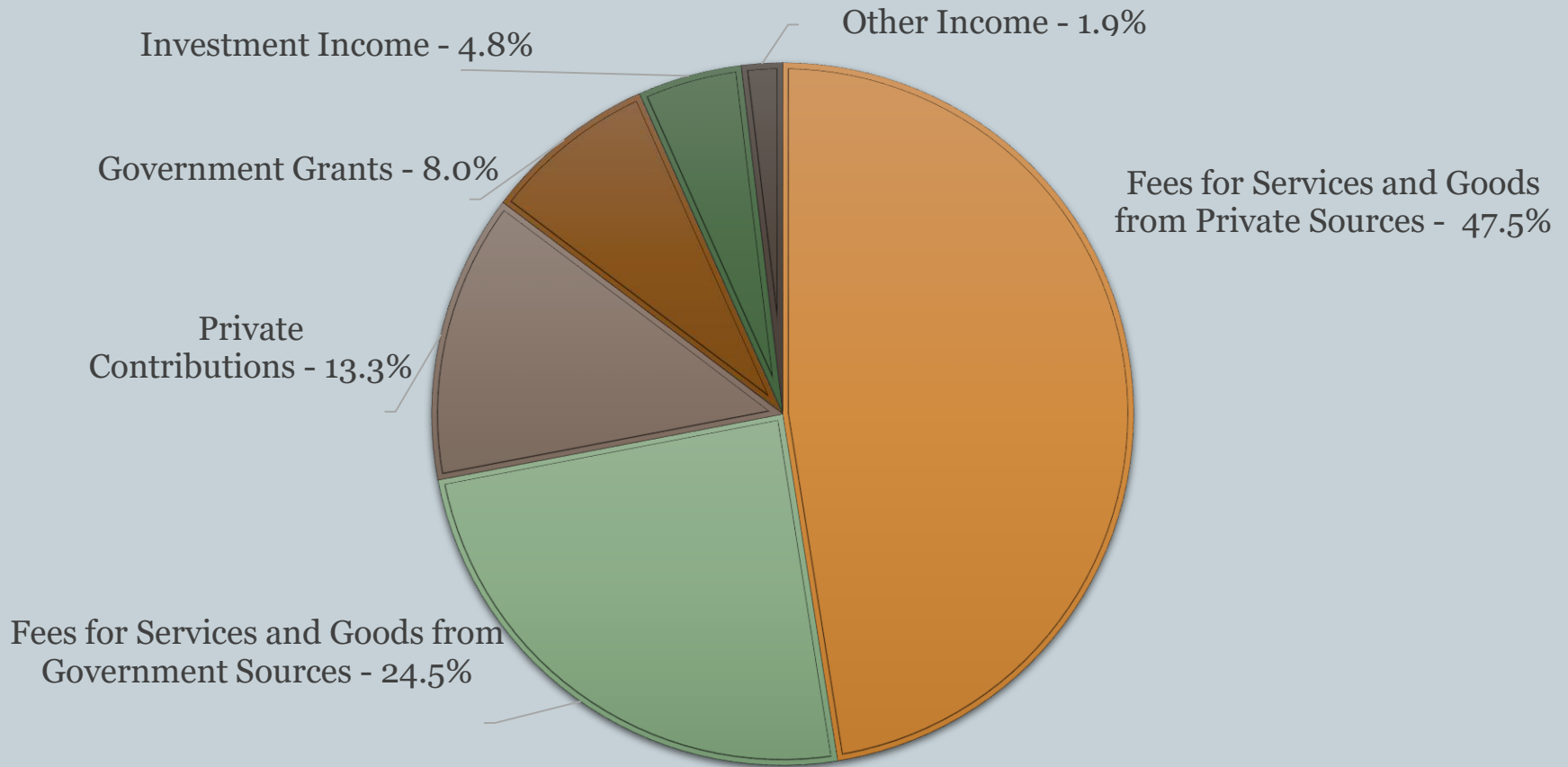
High Quality Services in Support of the Mission

Nonprofit Revenue Sources



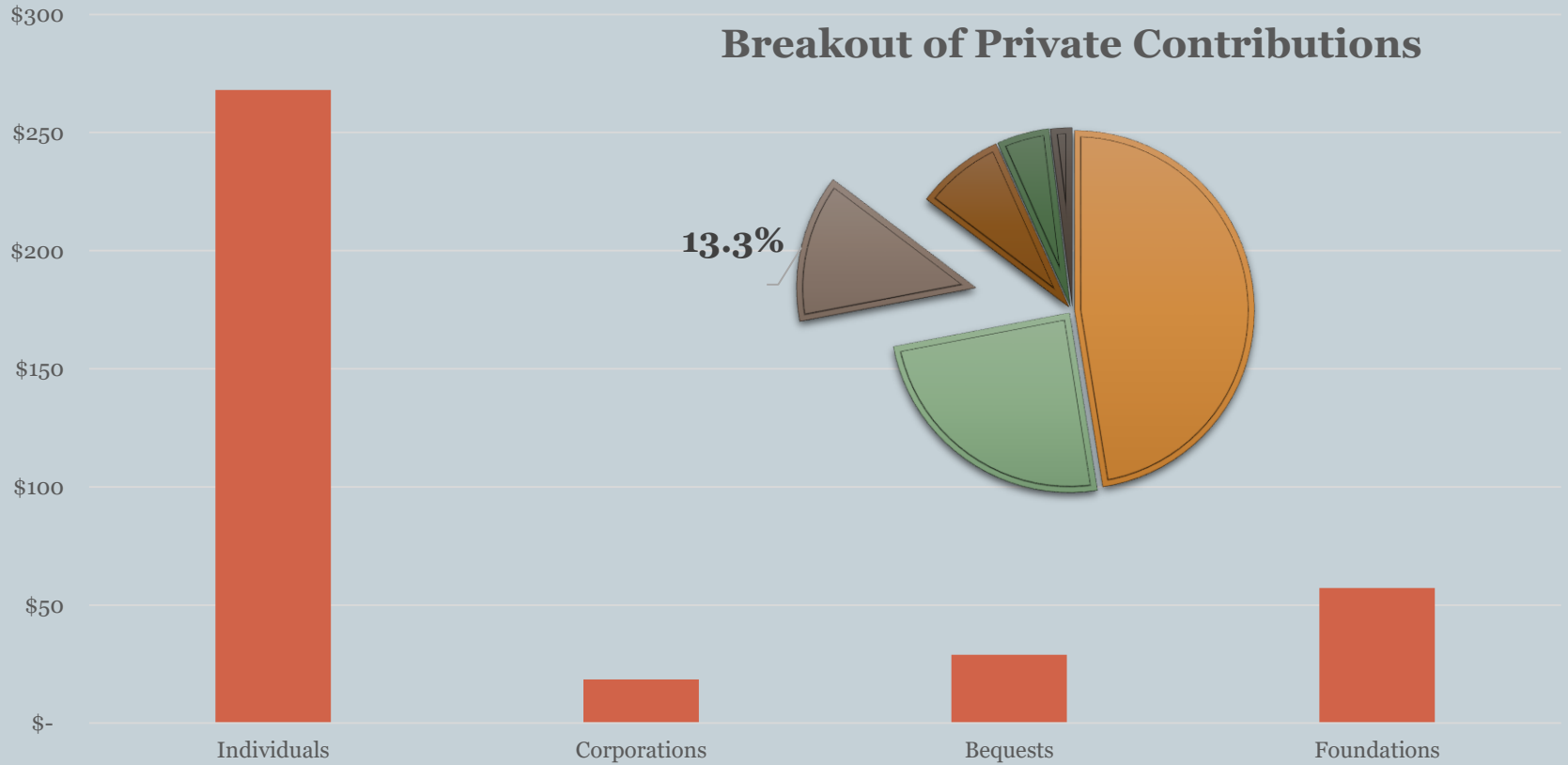
- **REVENUE SOURCES FOR NONPROFIT ORGANIZATIONS**
- **CHARITABLE GIVING STATISTICS**
- **CHARITABLE GIVING BY CATEGORY**

Revenue Sources for Nonprofit Organizations, 2013



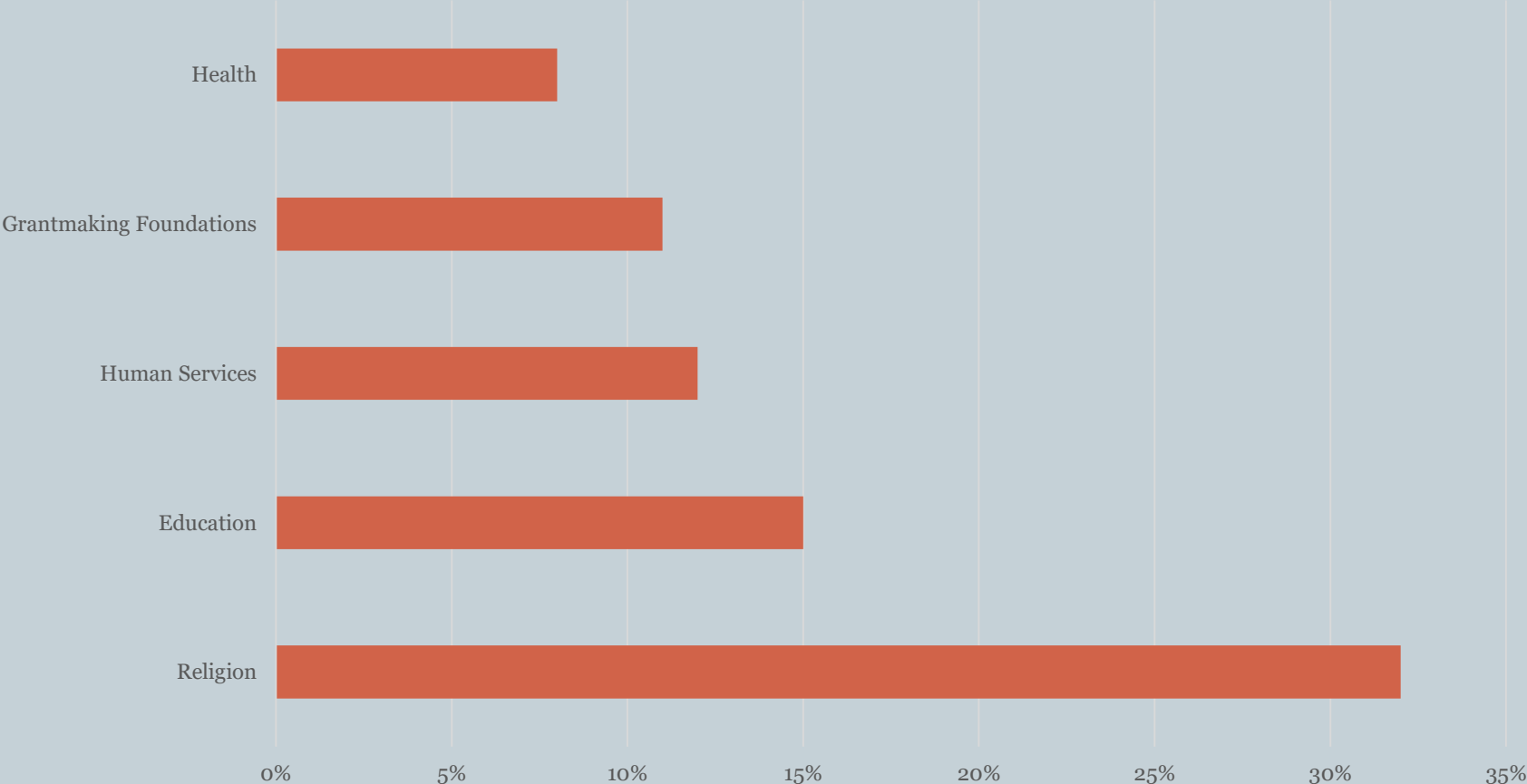
Source: *Nonprofit Sector in Brief 2015*, The Urban Institute

Charitable Giving Statistics in 2015



Source: National Philanthropic Trust

Charitable Giving by Category in 2015



Source: National Philanthropic Trust

Assessing Organizational Capacity for Fundraising



- **BOARD OF DIRECTORS**
- **STAFF**
- **VOLUNTEERS**

Assessment of Organizational Capacity for Fundraising



Self-Assessment Questions	Benchmarks
Do we have a clear purpose for the use funds?	<ul style="list-style-type: none">• Commitment to mission
Do we have the capacity to deliver programs in support of our mission? Do we have the capacity to implement new fundraising strategies?	<ul style="list-style-type: none">• Capable staff/volunteers• High functioning board• Track record of accomplishments• Fiscally responsible
Do we have a history of financial support from various entities?	<ul style="list-style-type: none">• Track record
Do we have a favorable image in the community?	<ul style="list-style-type: none">• Positive image• Effective marketing

Developing a Fundraising Plan



- 1. COMPLETE OR REVIEW AN ORGANIZATIONAL SWOT ANALYSIS**
- 2. DEVELOP A CASE STATEMENT FOR FUNDING**
- 3. ESTABLISH FUNDRAISING GOALS**
- 4. DEVELOP AN ACTION PLAN AND TIMELINE**
- 5. IMPLEMENT THE FUNDRAISING PLAN**
- 6. EVALUATE YOUR EFFORTS**



Your organization doesn't undertake housing development without the necessary funding in place. You use a sources and uses budget to ensure your development projects will be successful.

A fundraising plan can serve a similar function for your organization.



Why Develop a Fundraising Plan?

1. Organizational SWOT Analysis



- Identify Strengths, Weaknesses, Opportunities, and Threats
- Seek to identify why your results are Strengths, Weaknesses, Opportunities, or Threats
- Conduct an internal assessment of staff as it relates to fundraising
- The board of directors should also conduct a self-assessment as it relates to fundraising

2. Develop a Case Statement for Funding



- Written document presenting your justification for financial support
- Include facts, mission and values, programs and services, accomplishments, resources, plans for the future, and financial details
- Optional - Identifying trends and community needs
- Provides cohesive messaging for board and staff
- Serves as a tool for proposal writing, speeches, press releases
- Be succinct or develop shorter and longer versions

3. Establish Fundraising Goals



- Identify the use(s) for funds raised
- Set dollar goals
- Identify other fundraising goals, such as:
 - Long term stability
 - One-time, high dollar gifts
 - Increased community exposure and support through combined marketing, outreach, and fundraising efforts
- Identify target audience (businesses, foundations, individuals)
- Consider organizational capacity for fundraising

4. Develop an Action Plan and Timeline



- Refine and research target audiences
- Identify strategies for cultivation
- Establish a timeline
- Make assignments for staff, board, and volunteers
- Establish a management plan
- Develop any policies related to the fundraising activity(s)

5. Implement the Fundraising Plan



ACTIVITY	SPECIAL EVENT - \$25,000 GOAL
<i>Purpose</i>	Unrestricted income, build community support and donor list
<i>Target Audience</i>	Mailing list, community residents, and local businesses
<i>Cultivation Strategies</i>	Registration, ticket sales, onsite purchases, auction items
<i>Timeline</i>	March - Planning meeting to determine theme, activities, etc. April-July - Subcommittee meetings April – May – Develop marketing materials, secure space, finalize date June – Marketing begins September – Hold event, begin follow-up efforts, evaluation
<i>Assignments</i>	Chairperson – Fundraising committee chair Louisa – Staff coordination Maria – Secure event space, activities, food, etc. Fred and Rolf – PR and marketing materials and outreach Fundraising Committee – Secure auction items and prizes
<i>Management Plan</i>	Monthly report to staff coordinator and fundraising committee Periodic subcommittee meetings

6. Evaluate Your Efforts



- Identify successes and failures
- Identify things to improve or do differently
- Amend policies, as needed
- Survey staff, board, and volunteers

Wrap Up



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

www.ruralhome.org

