



15th Annual Governor's Grants Office Conference

Fundraising GPS: Goals, Plans, Success

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Fundraising GPS

Session Objectives

- Review Fundraising Readiness Checklist.
- Review components of fundraising action plan
- Tips for improving individual giving



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Terminology

- Fundraising or Resource Development?





Setting Goals

- Who? Board? Staff? Committee?
- How much do we need?
- For what?
- By when?
- From whom?
- From where?





Fundraising GPS

Elements of Action Plan

- Analysis of current FR efforts
- Goals: Amounts? Sources?
- Strategies, plans for cultivation
- Calendar
- Who's responsible?
- Cost to raise resources
- Net income
- Monitor and evaluate





Fundraising GPS

Fundraising Readiness Checklist

- ✓ Strong board of directors
- ✓ Broad base of supporters
- ✓ Active committee system
- ✓ Strong, committed staff
- ✓ Clear, easily understood, relevant and effective program
- ✓ ...plus



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Funders want to fund strong organizations.

Amy Coates Madsen
Director, Standards for Excellence Institute





INCOME STREAMS



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Fundraising GPS

Sample Income Streams

- ✓ Annual Giving
- ✓ Campaign Gifts
- ✓ Restricted and unrestricted gifts
- ✓ Special events, ticket sales
- ✓ Membership fees
- ✓ Fees for service (earned income)
- ✓ Grants: foundation and government
- ✓ Donations from individuals, corporations,
- ✓ Sponsorships
- ✓ Bequests; other planned gifts



**It always
seems
impossible
until
it's done.**

Nelson Mandela



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Tips for Increasing Individual Giving





Remember
Who
and
Why?

**DONORS and
COMMUNITY**



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In good times and bad, we know that people give because you meet needs, not because you have needs.

Kay Sprinkel Grace, Author, *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment*





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DEVELOPED BY:



Association of Fundraising Professionals (AFP)



Association for Healthcare Philanthropy (AHP)



Council for Advancement and Support of Education (CASE)



Giving Institute: Leading Consultants to Non-Profit

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

I

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III

To have access to the organization's most recent financial statements.

IV

To be assured their gifts will be used for the purposes for which they were given.

V

To receive appropriate acknowledgement and recognition.

VI

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

VII

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Philanthropy is based on voluntary action for the common good....

...merits the respect and trust of the general public...

...and that donors and prospective donors can have full confidence...

...donors have rights

ACTION PLAN TEMPLATE

- Takeaways
- Reflections

