Fundraising GPS: Goals, Plans, Success

Carmen C. Marshall
Director of Consulting
Maryland Nonprofits
Session Objectives

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

- Strong board of directors
- Broad base of supporters
- Active committee system
- Strong, committed staff
- Clear, easily understood, relevant and effective program
- ...plus
Funders want to fund strong organizations.

Amy Coates Madsen
Director, Standards for Excellence Institute
INCOME STREAMS
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
Tips for Increasing Individual Giving
DONORS and COMMUNITY
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
Telling your Story

Steward

Identify

Cultivate

Engage

Solicit

Acknowledge

Changing Maryland
For the Better
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

A DONOR BILL OF RIGHTS

DEVELOPED BY:

Association of Fundraising Professionals (AFP)
Association for Healthcare Philanthropy (AHF)
Council for Advancement and Support of Education (CASE)
Giving Institute: Leaders Consortium for Non-Profits

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 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.
ACTION PLAN TEMPLATE

• Takeaways
• Reflections