

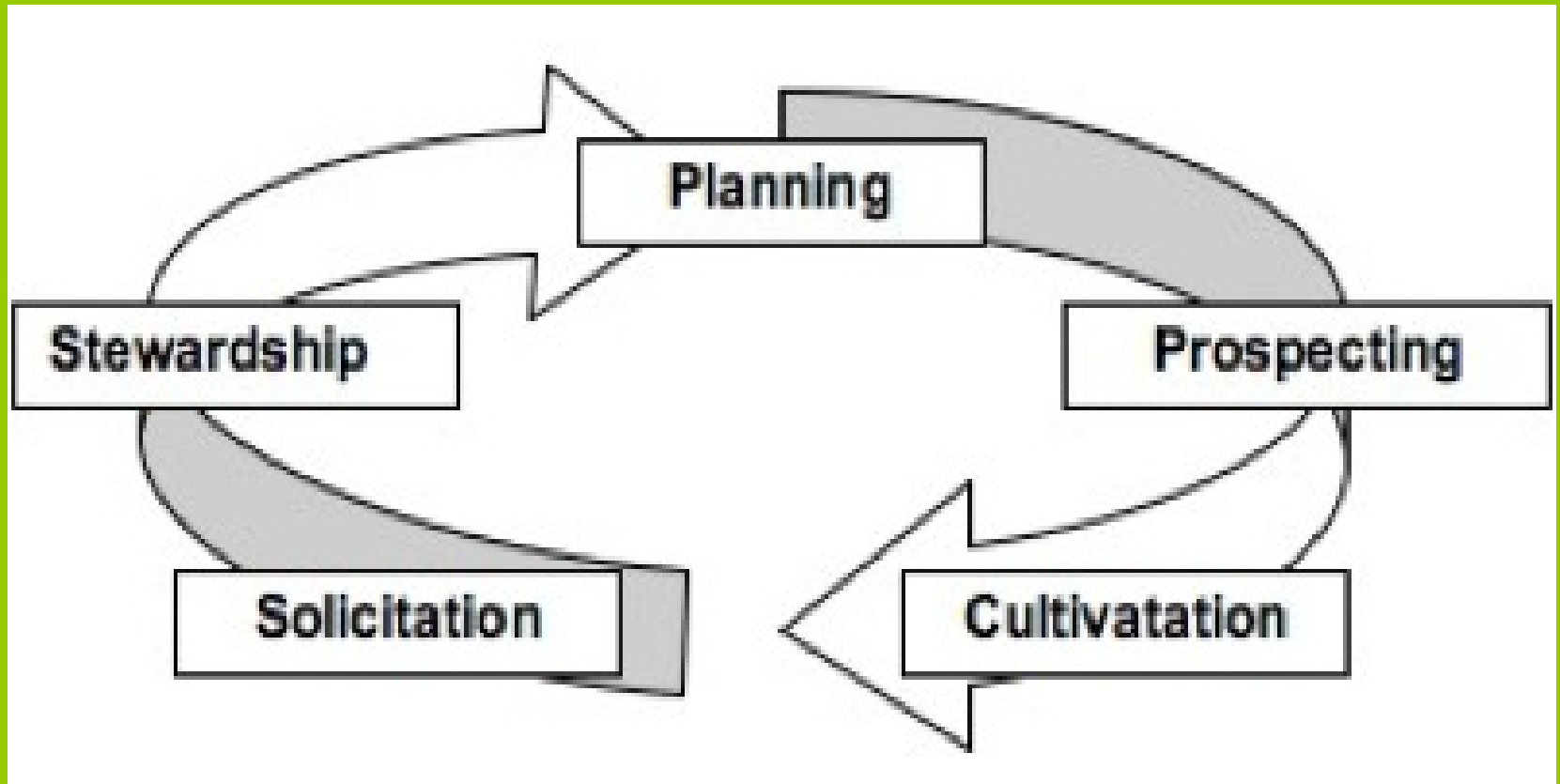
Restoration Fundraising Basics

Tamarisk Coalition
October 11, 2012

Presented by Illene Roggensack



The Fundraising/Resource Development Cycle



Universal Truths About Fundraising

- * Fundraising is a very personal business – people give to other people.
- * You must ask for the money.
Make it easy to say “yes!”
- * Look for support at the local level first.



Universal Truths About Fundraising

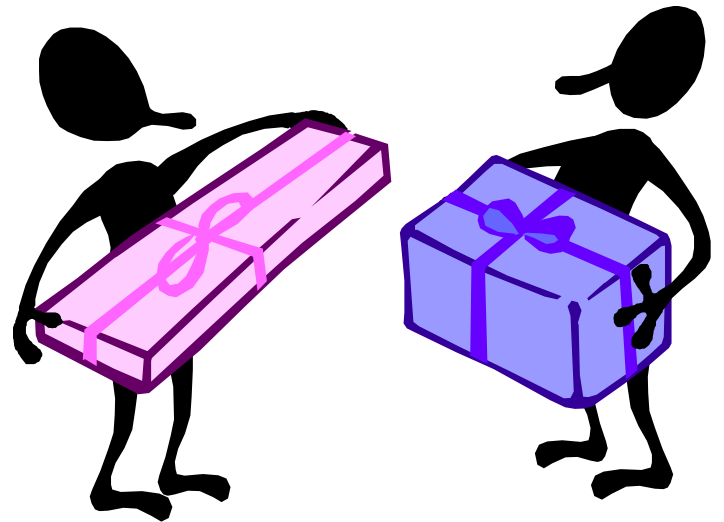
- * The best resource development plan develops a diverse funding base for your organization.**
- * The worst time to raise money is when you need it immediately. It is critical to plan ahead. Allow 12 to 18 months (or longer) for the fruits of your labor to be harvested.**



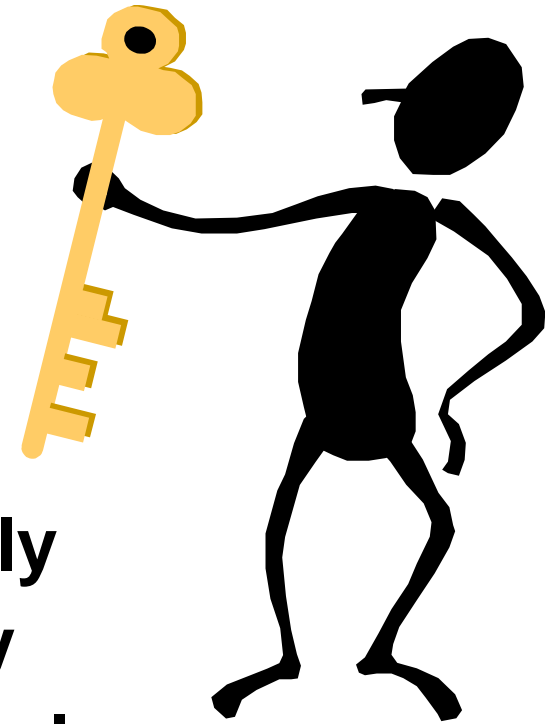
Universal Truths About Fundraising

- * **Success in fundraising results from running a good program, letting others know about, and asking for their support.**

“S/he with the most friends wins.”



Universal Truths About Fundraising



- * Involve your volunteers, particularly board of directors' members. They often are more credible spokespeople, and involvement will increase their personal engagement/ownership.**
- * If a cash contribution is not possible, explore the feasibility of an in-kind donation.**

Philanthropic Giving in America - 2011

From Giving USA 2010

Total of **\$298.42 billion** contributed by:

Corporations	\$ 14.55 billion	5 percent
Foundations	41.67	14
Individuals	217.79	73
Bequests	24.41	8

4.0% increase as compared with 2010. With adjustment for inflation, total giving increased 3.1% from 2010. Significant growth was realized in bequests (12.2%).

(Government is a major “contributor” to philanthropic causes in America, estimated at \$200 billion in federal support.)

Philanthropic Giving in America - 2011

From Giving USA 2012

Distribution of Funds

Religion	\$ 95.88 billion	32 percent
Education	38.87	13
Human Services	35.39	12
Foundations	25.83	9
Health	24.75	8
International Affairs	22.68	8
Public/Society Benefit	21.37	7
Arts/Culture/Humanities	13.12	4
Unallocated/Individuals	12.72	4
Environment/Animals	7.81	3

Various Sources of Support: Pros and Cons

- *Government
- *Foundations
- *Corporations
- *Service Clubs
- *Churches
- *Individuals



Various Methodologies for Securing Revenues

- * Fees for Service/Contracts
- * Unrelated Business Income
- * Sponsorships
- * Grants
- * Gifts
- * Special Events
- * Endowment Income



Making The Case

A good case statement is the basis for all fundraising activity. This outlines the components of a quality case statement:

- I. Statement of Mission – Why do we exist?**
- II. Statement of Need – Why is our mission necessary?**
- III. Goals and Objectives – What do we want to achieve (goals), and what work will we put into action (objectives) to achieve these goals?**
- IV. History – What have we done to this point?**
- V. Programs and Services – What methods do we use to meet our goals and objectives (i.e. day-to-day work)? What are the tools, facilities and/or mechanics of service delivery?**

Making The Case

- VI. Consumers – Who benefits from our work?**
- VII. Governance and Staffing – Who are the people doing our work?**
- VIII. Finances – Do we have the ability to manage and account for financial resources? Do we have a clear picture of the costs incurred and funding required to effectively complete our work?**
- IX. Program Evaluation – How do we determine success in our work?**
- X. Results Expected and Benefits – What are the intended outcomes and outputs of our work? Of what benefit are these results?**
- XI. Planning – What are we doing to prepare for the future of our organization?**



Where Do We Start?!?

***Research
Strategy
Planning!***





Research

Design

Plan/Budget

Implement (Modestly)

Evaluate



Questions???

Thank you
for your participation
in today's session!

Please fill out an evaluation form at:

<https://www.surveymonkey.com/s/PHWRFV9>