Where Is the Money?

Complete Community University

October 12, 2018
Can You Answer These Questions?

• Why do you need money?
• How much do you need?
• Who will benefit?
• How will you manage the money?
• What results will you deliver?
Questions to ask next

• Do we have our data organized?
• Do we have a fundraising plan?
• Do we have an implementation plan?
  - Who will do what by when?
  - How do we measure success?
• What do we do if we fail?
Develop your case for support

• What do you do?
• Where do you do it?
• Who else does what you do?
• How is what you do different?
• Who benefits from your activities?
• What are your results?
• What is your vision for the future
Types of Support Needed

- General operating
- Special projects
- Capital projects
- Reserves
- Endowments
What Constitutes a Solid Financial Base?

• Organization has a mix of funding sources
  – Individuals
  – Foundations
  – Corporations
  – General Public

• Organization has a mix of activities that generate revenue
Revenue sources

- Fees for service/entrepreneurial ventures
- Government/public funding opportunities
- Private foundations
- Businesses
- Individuals
- Membership
- Planned gifts
- Events and activities
- In-kind gifts
How do we diversify our fundraising mix?

- Determine percentage of funding from top revenue sources (2 or 3)
- Maximize existing resources
- Identify new revenue sources
- Do cost-benefit assessment of all activities
- Determine skills/staffing required for growth
- Identify tools needed (hardware/software/other)
How much money do we need?

• What were your expenses last year?
• What cost increases do you anticipate?
• What new initiatives do you hope to launch?
• How much more money is required?
• What options are available for increases?
Where can we find more revenue?

• Current supporters can give more
• New supporters can be recruited
• Additional grant funding can be secured
• New fee-for-service activities can be launched
• Costs can be reduced in some areas and expenses shifted from one area to another
• Special events can be created (with cost-benefit assessment)
Who can we ask to support us?

- Family
- Friends
- Social acquaintances
- Neighbors
- People from house of worship
- Co-workers
- Club members
- Leisure contacts
- Professionals and service providers
- People who have supported you in the past
How do we ask for money?

- Make a list of prospects
- Practice with a friend
- Ask for a specific amount ($10 for ticket, etc.)
- Describe the importance of cause
- Be prepared for questions
- After you ask – stop talking and listen
- If they say yes, set a time to collect funds
- Always say “thank you”
How do we create a fundraising plan?

• Define non-financial goals
• Define financial goals
• Establish reasonable measures of success
• Create an action plan
• Set deadlines
• Assign responsibility
A Final Thought...

Fundraising is really friendraising – with a lot of hard work behind the scenes.

For more information:
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Fundraising Resources

- Association of Fundraising Professionals (www.afpnet.org)
- BoardSource (www.boardsource.org)
- Grants.gov (www.grants.gov) 26 grantmaking agencies
- GuideStar (www.guidestar.org)
- Foundation Center (www.foundationcenter.org)
- National Council of Nonprofits (www.nationalcouncilofnonprofits.org)
- NTEN/Nonprofit Technology Network (www.nten.org)
- Nonprofit Risk Management Association (www.nonprofitrisk.org)
- Texas Center for Grants Development (www.texasctrgrants.org)
- Tech Soup – discount software (www.techsoup.org)
- United Way Nonprofit Connection (www.unitedwayhouston.org)
- VolunteerMatch (www.volunteermatch.org)