



Fundraising in a Small Shop

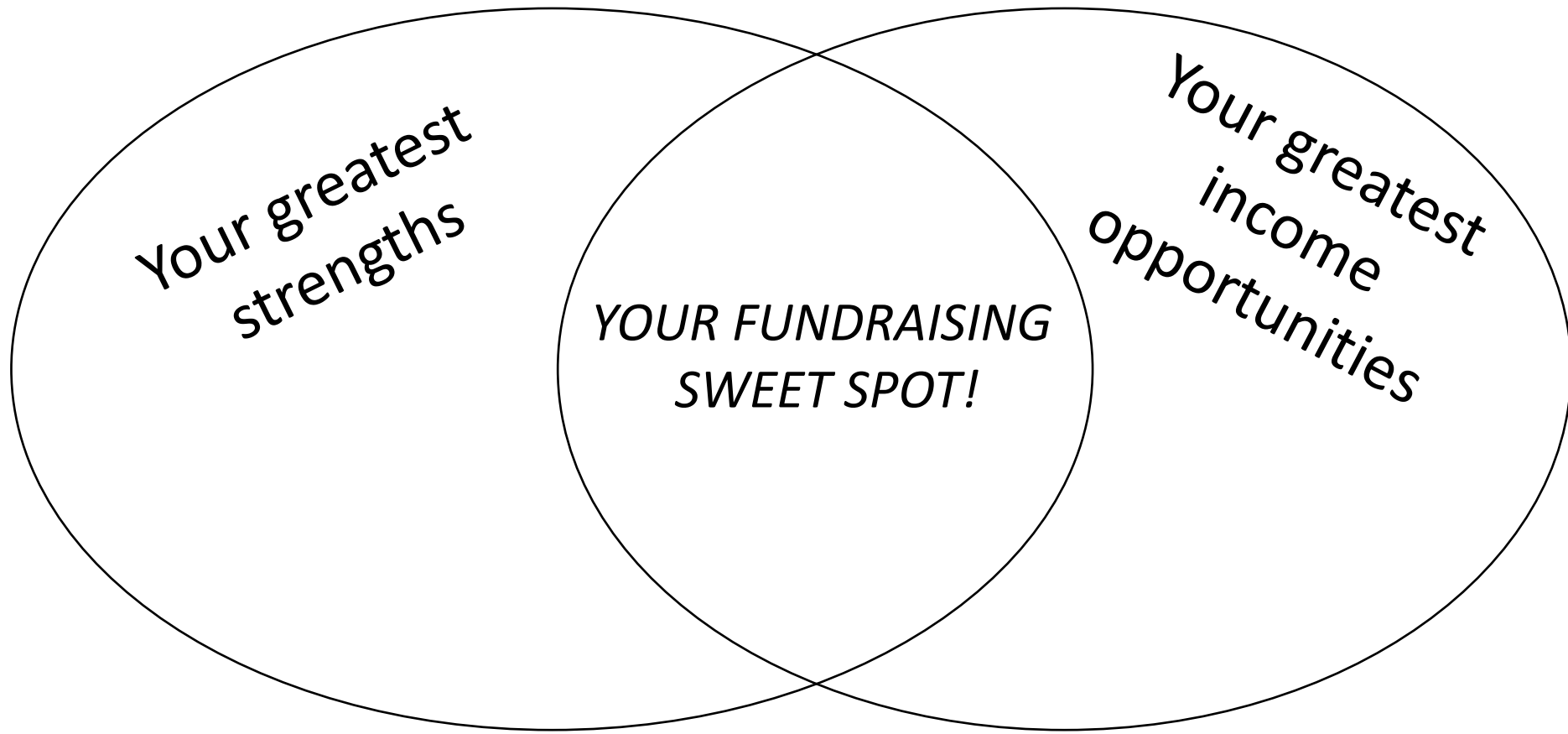
Grassroots Fundraising Plans and Tactics

Association of Fundraising Professionals of Greater New Orleans
Thursday, July 12, 2018

Real talk:

*You can't do everything
(and you certainly can't do
everything and do it all well)*

Deciding how to focus your fund development efforts:



For example...

STRENGTHS:

- ✓ ED is well connected in the community and great at networking
- ✓ AmeriCorps member is a strong academic writer
- ✓ Board members come from diverse social and professional circles
- ✓ Strong social media following

LET'S FOCUS ON:

- ✓ *Individual donors (Board and ED engagement in GiveNOLA Day and Giving Tuesday, retention of past donors)*
- ✓ *Grants (renewing past grants, the two new opportunities)*

INCOME

OPPORTUNITIES:

- ✓ GiveNOLA Day and Giving Tuesday income doubled from Year 1 to Year 2
- ✓ 90% grant acceptance rate to date
- ✓ Two new relationships with local grant funders

Some practical practices:

If it takes under two minutes,

DO IT NOW.

Some practical practices:

*If you can't do it now,
WRITE IT DOWN.*

Some practical practices:

*If someone else can do it,
LET THEM.*

Your written
fundraising plan:
Your key to eliminating
decision fatigue.

Step 1: Strengths and Weaknesses Assessment:

- Donors & donor prospects
- Grants
- Business/ corporate donations
- Fundraising events
- Earned income
- Board and volunteer fundraising
- Staff fundraising



Individual Donors and Prospects

Strengths

We have a list of prospective donors

We gained 100 new donors this year

Our development committee is excited to help with donor development

Weaknesses

We don't use our donor database regularly, so we don't have as much information about past donors and members as we should

Our donor retention is only 40%

Even though our development committee wants to help, they haven't gotten any training on donor development

Step 2: Study Your Fundraising History

	FY2015	FY2016	FY2017	FY2018 (projected)
Give NOLA Day	n/a	\$7,275	\$8,720	\$10,000
Year-End Appeal	\$11,350	\$13,110	\$15,895	\$18,000
Major Donors	\$21,300	\$21,500	\$24,500	\$30,000
TOTAL INDIVIDUAL DONORS	\$32,650	\$41,885	\$49,115	\$58,000
Greater New Orleans Foundation	\$10,000	\$0	\$17,000	\$20,000
Baptist Community Ministries	\$5,000	\$5,000	\$0	\$0
RosaMary Foundation	\$0	\$15,000	\$50,000	\$35,000
Entergy Foundation	n/a	n/a	\$12,000	\$20,000
Emerging Philanthropists of New Orleans	n/a	\$0	\$6,000	n/a
Brown Foundation	n/a	n/a	n/a	\$15,000
TOTAL GRANTS	\$15,000	\$20,000	\$85,000	\$90,000
Lowe's Home Improvement Stores	\$2,500	\$1,500	\$3,500	\$0
Whitney Bank	\$10,000	\$10,000	\$15,000	\$15,000
Zatarain's	\$1,000	\$1,000	\$5,000	\$10,000
TOTAL CORPORATE AND BUSINESS	\$13,500	\$12,500	\$23,500	\$25,000
Annual Dinner	\$6,000	\$7,500	\$12,000	\$15,000
Wine and Cheese Party	\$250	\$0	\$350	\$500
Board-Hosted House Parties	\$0	\$0	\$2,000	\$5,000
TOTAL EVENTS	\$6,250	\$7,500	\$14,350	\$20,500
Tuition Fees	\$12,600	\$11,750	\$18,800	\$23,000
T-Shirt Sales	\$475	\$695	\$325	\$500
TOTAL EARNED INCOME	\$13,075	\$12,445	\$19,125	\$23,500
TOTAL INCOME	\$80,475	\$94,330	\$191,090	\$217,000

Step 3: Create Your Plan

STRATEGY- The funding source (new donors, renewing donors, corporate gifts, events, etc.)

GOAL- How much you will raise from that strategy, other measurable targets (percent of donors renewing, number of contributors, etc.)

PROGRESS TO DATE- What you have raised so far within that strategy

ACTION STEPS- The specific tasks you will do in order to meet your goal (each board member sends personal letter to five friends, create the system for recognizing corporate supporters of different giving levels, send quarterly updates to past donors, etc.)

WHO- Who is responsible for each action item

WHEN- Roughly when the action item will happen

NOTES- Things that help to clarify this section of your plan for someone else or that will help you next year.

Step 4: Work Your Plan

Working with your fundraising plan means...

...managing the action steps that make up your plan (calendar, project management app, etc.).

...managing the plan itself.

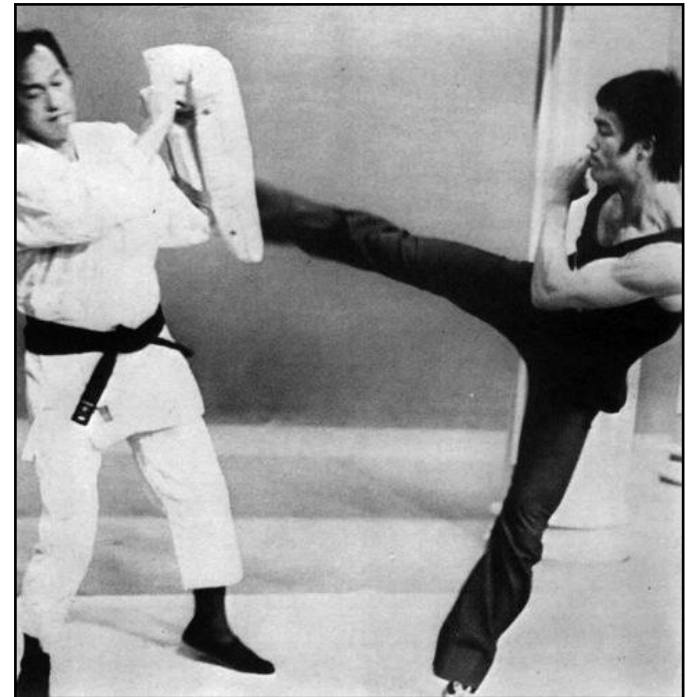


Your Fundraising Plan Check-In Check List:

- ✓ Report new income (Progress to Date)
- ✓ Cross off completed Action Steps
- ✓ Make revisions, additions, and edits (new Action Steps, changes to Who and When, additional Notes...)
- ✓ Flag upcoming Action Steps

“I fear not the man who has practiced 10,000 kicks, but I fear the man who has practiced one kick 10,000 times.”

- Bruce Lee





The Funding Seed, LLC
P.O. Box 52154
New Orleans, LA 70152

(504) 307-7220

info@thefundingseed.com

www.thefundingseed.com