

RAISING FUNDS WITH
EVERYBODY IN THE ACT

Regional Quarterly Meeting

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Presented by Janet Spector Bishop

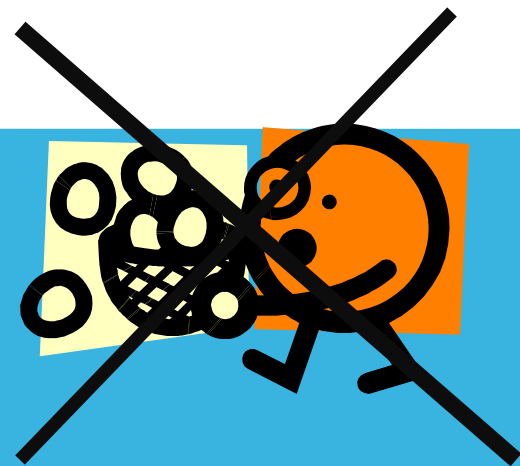


Supportive
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THE NEW NORMAL: LOOKING BEYOND STATE FUNDING FOR FINANCIAL SUPPORT

- **State funding is at risk for hundreds of nonprofit and public agencies throughout Illinois.**
- **Even committed funds can be delayed.**
- **There are limits to all funding sources; it makes sense to tap into as many as possible.**

Putting all your eggs in one basket is a risky strategy

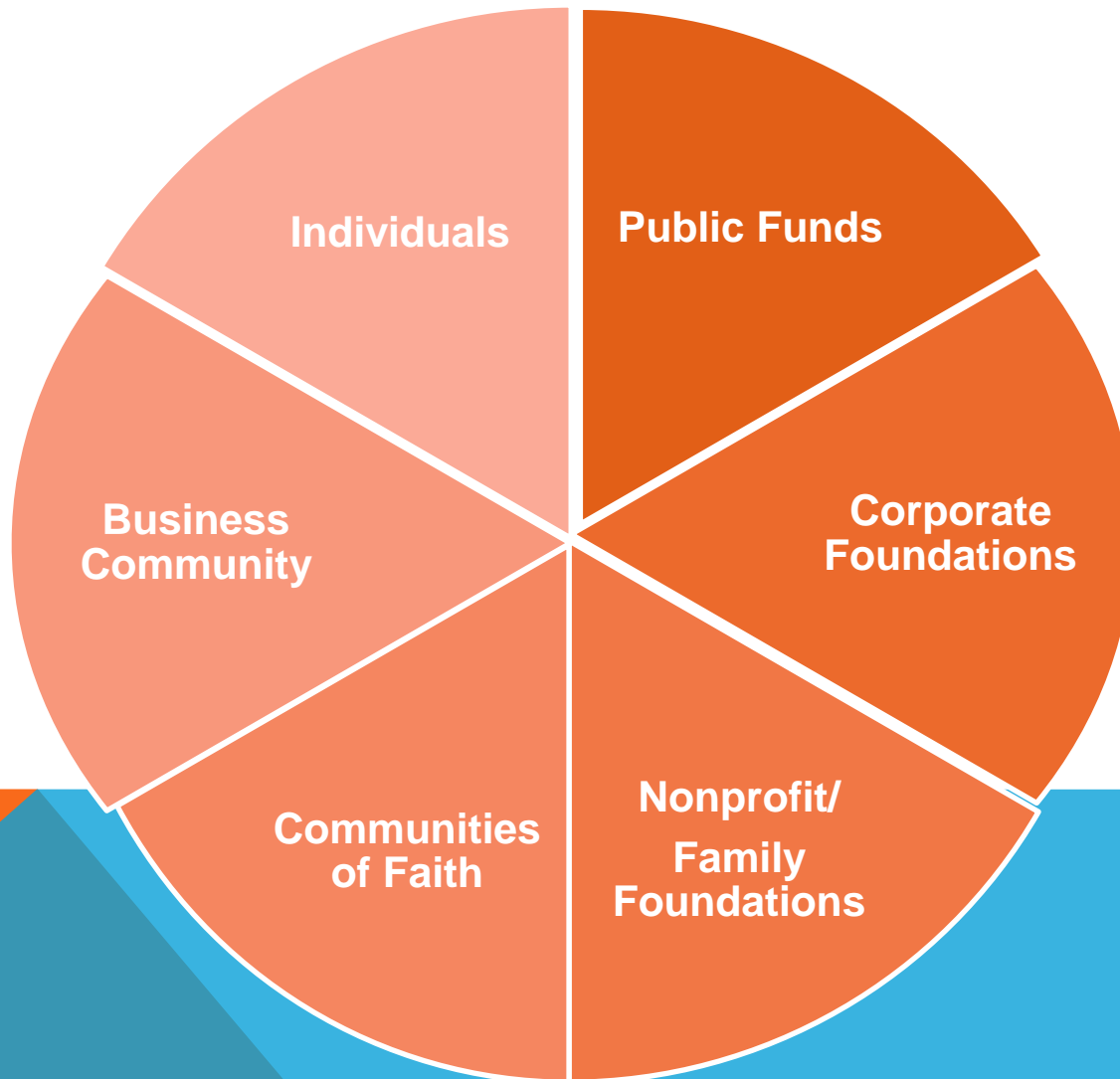


IT'S TIME TO DIVERSIFY YOUR PORTFOLIO

***“The color of money” Is a rainbow:
many sources should make up your
agency’s pot of gold***



THE FUNDING UNIVERSE . . .



HOW DO THESE FUNDERS GIVE?

- Formal grants
- Sponsorships
- In-kind good and services
- Individual gifts – annual giving, pledges, etc.
- Through special events
- Planned giving
- Other types of partnerships – matching gifts, special business promotions, third party events

BUT FIRST AND FOREMOST...

**FUNDERS GIVE BECAUSE THEY ARE ASKED BY THE
RIGHT PERSON TO PARTNER WITH A CAUSE THEY
CARE ABOUT.**

TAKING AIM AT YOUR FUND RAISING TARGET:



**Match your mission and programs to
prospect interests, make them a
partner in your cause, and maintain
the relationship.**

GETTING BEHIND THE EIGHT BALL: WHAT DOES IT TAKE?

- **Networking, networking, networking.**
- **Prospect research.**
- **Flexibility and speedy response time.**
- **Good data.**



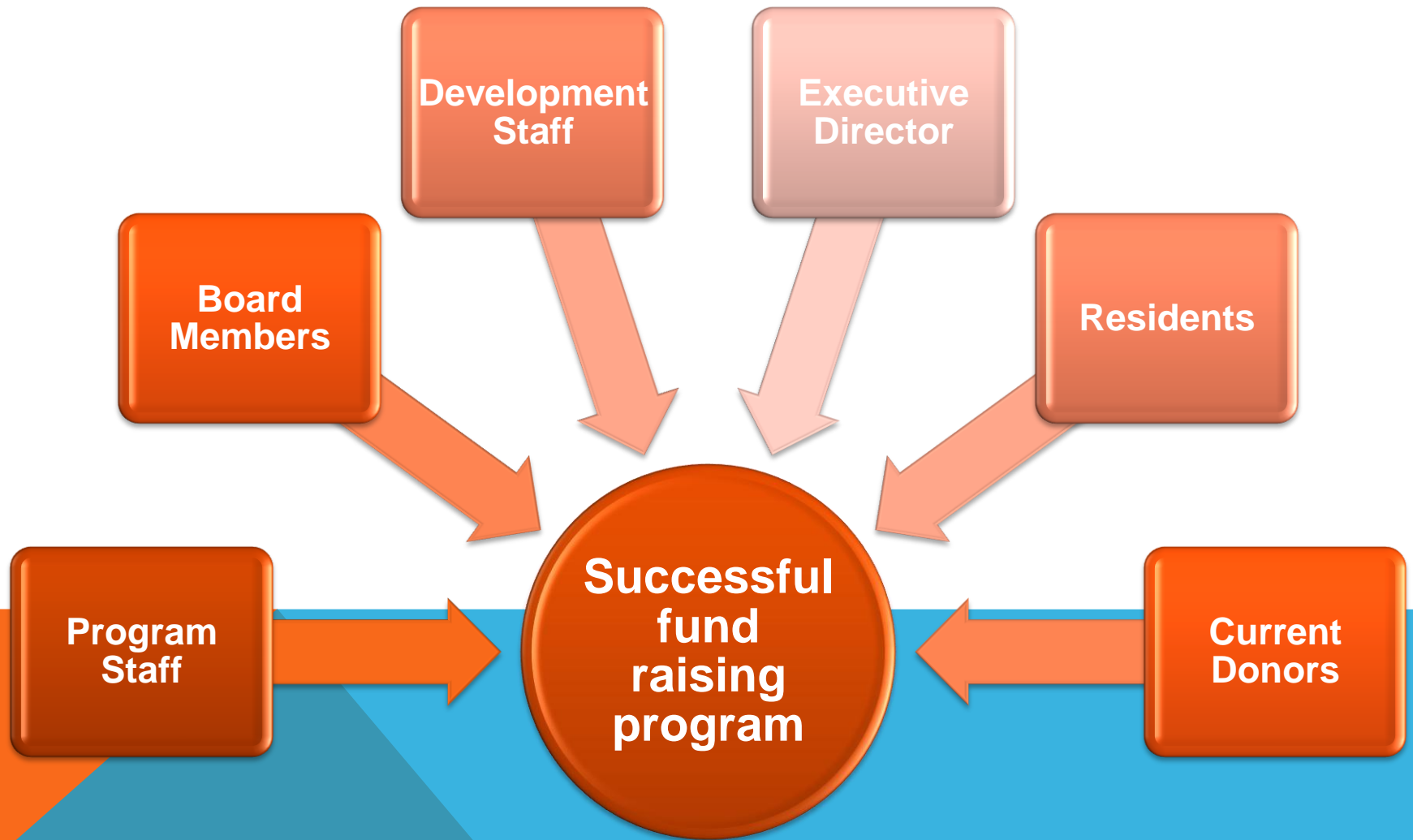
GETTING BEHIND THE EIGHT BALL: WHAT DOES IT TAKE?

- Great stories that move, inspire, and illustrate your cause.
- Being able to explain to donors “what’s in it for them.”
- Making sure your donors feel valued and appreciated.

And getting everybody
into the act!



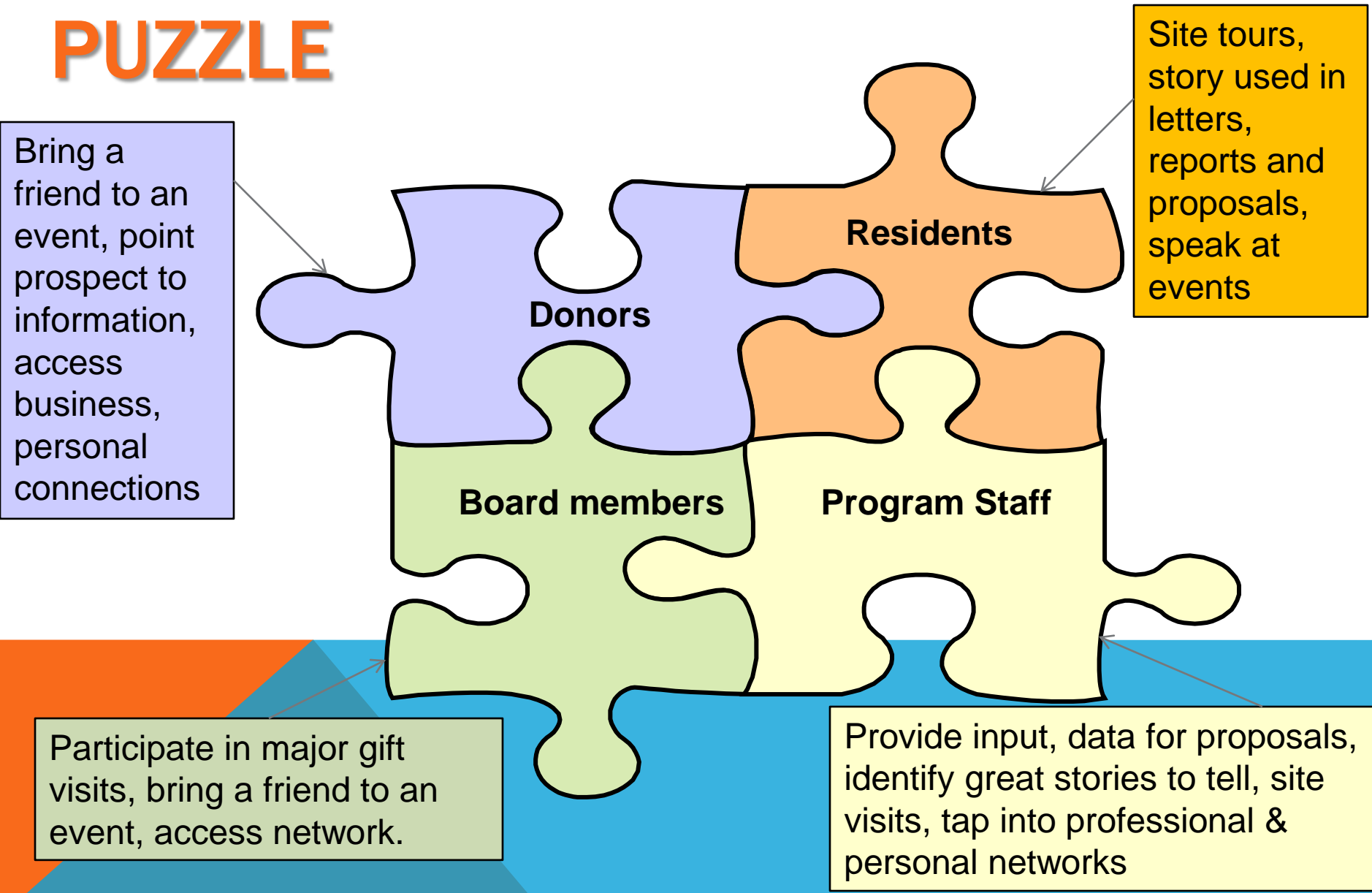
FUND RAISING IS AN ORGANIZATION-WIDE EFFORT: EVERYBODY CAN GET INTO THE ACT!



WHAT CAN THEY BRING TO THE (POOL) TABLE?

- **Expand your “prospect universe” – everyone has a different network!**
- **Program staff & residents can be powerful advocates for your agency’s cause.**
- **Current donors are already on your team! Let them help spread the word and recruit new donors.**
- **Remember: many smaller nonprofits don’t have the resources to hire fund raising staff. It’s up to everyone to pitch in!**

EVERYONE IS A PIECE OF THE PUZZLE



WHERE THE ACTION IS: DIVERSIFY YOUR FUNDING OPPORTUNITIES



- **Third party events. Supporters, friends and donors can organize their own fund raisers on your organization's behalf.**
 - Less work for agency
 - Does need some oversight to ensure events are compatible with agency
 - Can range from walks to garage sales to larger affairs
 - Must develop a donors relations program to thank and maintain these volunteers.
- **Local businesses looking for marketing opportunities. Offer a sponsorship package.**

Having an event? Feature the business in the program, on a slide or sign, or a t-shirt
Offer a business sponsorship webpage with links, etc.

 - Special shopping days, etc.

WHERE THE ACTION IS: DIVERSIFY YOUR FUNDING OPPORTUNITIES



- **Communities of faith. Check with your volunteers, donors, staff and members**
 - Do their churches, synagogues, mosques make gifts to social service agencies?
 - Can you get “adopted” by a community of faith?
- **Current funders. It’s easier to keep a donor than find a new one. Build a donor-relations program.**

Special profiles on websites and in newsletters

Advisory Boards that tap your largest donors

Special mailings to donors

Holiday cards

- Special parts of events for major donors – pre-parties, meeting celebrities, etc.

FOCUS ON YOUR ROI: *WHAT'S THE BOTTOM LINE?*



Remember: fund raising takes resources

Time

Effort

Money

Supplies

What is your return on
investment (ROI)?

ARE YOU USING YOUR RESOURCES EFFECTIVELY?



Evaluate the Pay Off

Money raised

“Friends” gained (prospective funders)

Opportunity to empower your clients

**All are worthy goals . . . But be
AWARE of your “net return.”**

CONSIDER GETTING SOME HELP

- A fulltime Development Director can free up the Executive Director's time and coordinate the entire fund raising team.
- Even a part-time dedicated fund-raising staff person can make a difference – be sure to use his/her time wisely to maximize your agency's ROI.
- Consider consulting help. Bringing someone on board on an “as needed” basis can keep costs down and extend your resources.
 - Contracts should clearly delineate expectations regarding fees, deliverables, deadlines and length of term.



QUESTIONS?

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