

Fundraising 101

New Raising Money from Individuals

Taking Precautionary Action

Community Organizing & Fundraising

Friday, June 9, 2006

1 – 3 pm

Liza Draper

Center for Health, Environment and Justice

ldraper@chej.org

(703) 237-2249 x24

www.chej.org



The “Fear Factors” of Fundraising

1. Fear of talking with someone about *their* money
2. Fear of failure
3. Fear of feeling like we’re “begging for money”

Overcoming the “Fear Factors”

When you fundraise, you’re really asking someone to:

- Protect the lives of our children
- Help prevent cancer
- Preserve our earth for future generations
- Make the world a better place!

U.S. Charitable Donations

How much money is given to U.S. charities each year?

\$ _____

U.S. Charitable Donations

How much money is given to U.S. charities each year?

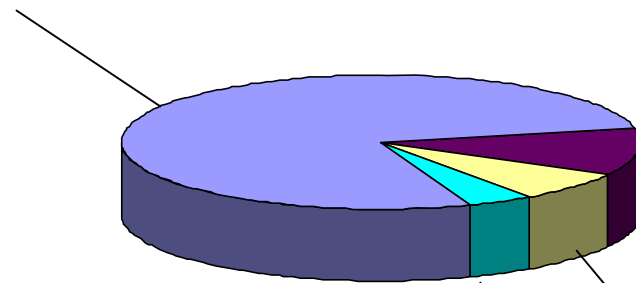
Most recent figure:

\$243 Billion

U.S. Charitable Giving 2004

Contributions by Source (in Billions)

Individuals \$183 (75%)



**Foundations
\$27 (11%)**

**Corporations
\$12 (4%)**

**Bequests
\$18 (7%)**

Source: American Association of Fund-Raising Council, *Giving USA Report*, 2004

The Keys to Successful Fundraising

- 1. Create and commit to a Fundraising Plan**

The Keys to Successful Fundraising

1. Create and commit to a Fundraising Plan
2. It's all about relationships!

It's all about relationships!

Meet with your “major donors” and “potential major donors” face to face!

General relationship-building ideas:

- Invite donor to have coffee, lunch or dinner
- Invite donor to your events with a personal phone call
- Send donor pictures of your events or rallies right after they're held – include a personal note
- Send donor copies of any media coverage you receive

The Keys to Successful Fundraising

1. Create and commit to a Fundraising Plan
2. It's all about relationships!
3. **Ask!**

5 Steps of Asking a for a Gift

- Set a goal for your fundraising drive
- Send a letter to all of your donors, major donors and potential major donors (include statement of need)
- Call major donors and prospective major donors and set up a meeting
- The Meeting – ask for a specific amount
- Follow-up

Events: Beyond the Bake Sale...

The “House Party”

- Set a fundraising goal
- Engage volunteers to act as co-hosts
- Create a buzz!



Events: Beyond the Bake Sale...

The Online Auction



- Set a fundraising goal
- Hold auction just before a gift-giving season (the Holiday Season, Mother's Day, etc.)
- Recruit volunteers to get auction items donated
- Ask your constituency to donate items or services

Events: Beyond the Bake Sale...

The Walkathon

- Set a fundraising goal
- Create a fundraising website using a vendor such as Active Giving (it's easy and helps raise money!)
- Involve volunteers to recruit walkers
- Ask staff, volunteers and walkers to set personal fundraising goals – encourage them to reach their goals



The ABC's of Fundraising

Prospects are people who possess:

- Ability – they can make a donation
- Belief – they have an interest in your work
- Contact – they know you or someone in your organization