

FUNDRAISING 101:



The Basics

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Adapted from a presentation by John Howard

Where are we going?

- Section 1: Laying the Groundwork
 - Why Fund-raise?
 - Whose job is it?
 - Attitudes needed for success
 - General Principles
 - Money-making vs. fund-raising (development)

Where are we going?

- Section 2: Bringing in the Dough with Money-making Projects
 - Overview
 - Specific types of money-making projects
 - Benefits and Drawbacks

Where are we going?

- Section 3: Building Long-term Funding through a Development Approach
 - “The big plan”
 - Asking for Money from the college
 - Money making vs fundraising
 - Recognition and Acknowledgment
 - Do you need volunteer staff?
 - Creating a plan for fund-raising
 - Summary – Where to go from here

Why Fundraise?

- ▣ You tell me – why are you all here? 😊



Why Fundraise?

- ❑ To offer new services to your members
- ❑ To offer existing services better
- ❑ To better fulfill your mission
- ❑ To make your community a better place
- ❑ To have fun. Fun isn't always free!



We don't Fundraise...

- ❑ To pay the bills
- ❑ Because we need something
- ❑ Or else!



Who is Responsible?

- ❑ Ideally, a high-powered group of community leaders so devoted to your Phi Theta Kappa chapter that they will offer time, talent and treasure
- ❑ Reality – multiple answers
 - Faculty, friends, students, volunteers, staff may all be involved



Attitudes Needed for Successful Fundraising

- ❑ Unshakable conviction in the value of your organization
- ❑ Belief that people are willing to give
- ❑ Belief that, even in bad times, wealth exists in your community
- ❑ Willingness to step outside your comfort zone



Why is your chapter important...?

- Elevator Speech – short statement that you could share while riding in an elevator.
 - No more than 2 sentences
 - No more than 50 words
 - This stuff is big to you, why?

Important Rules of Thumb

- The best gifts are win-win propositions
 - Have donors thank YOU
- People tend to repeat pleasurable experiences and avoid painful ones
 - Help donors to enjoy their gift
- How you acknowledge the last gift determines whether you get the next from School, foundations, or students
- If you're not having fun your doing something wrong.

Fundraising vs. Moneymaking

Moneymaking:

Engaging in long-term activities that will create a profit that will be used to support your chapter



Fund-raising:

Creating short-term relationships with people interested in your organization, and letting them invest in your chapter

Types of Moneymaking Projects



Examples

- Used Book Sale
- Bake Sale
- Cookbooks
- Book bags
- Coffee
- Community garage sale

Types of Moneymaking Projects



Benefits:

- Low pressure
- Easy to do
- Depending on product, may raise \$\$ from people unaffiliated with chapter
- Unthreatening way to involve volunteers

Drawbacks:

- Relatively low profit potential
- Possibility of losing money
- Competition with local businesses
- School contracts with vendors may forbid this.

Types of Moneymaking Projects

Raffles

Benefits:

- Low cost with donated prizes
- Straightforward
- Depending on prize, may raise \$\$ from people unaffiliated with chapter

Drawbacks:

- Varying profit potential
- For best results, need a sizable sales force
- Requires researching and following local laws

Types of Moneymaking Projects

EVENTS

Examples:

- Luncheons/dinners
- Musical or Theatrical Performances
 - Coordinate with school
- Dances
- Festivals
- Trivia Nights

Types of Moneymaking Projects

EVENTS

Benefits:

- Can be FUN!
- Good way to build visibility for your chapter and college
- May be built around the interests/skills of your volunteers
- Need good attendance to make \$\$

Drawbacks:

- Can be LOTS of Work
- Very dependent on timing
- Can be high stress
- Small to moderate \$\$ potential until established

Building Long-term Support through a Development Approach

**Primary Goal: Long-term,
mutually beneficial relationship
with community members**

Overview of the Development Approach

1. Identification
2. Cultivation
3. Solicitation
4. Acknowledgment
5. Cultivation
6. Solicitation with upgrade

Understanding Your Donors

□ Why do donors give?

- Personal belief in project/organization
- Gratitude – “I have been served”
- Guilt
- Recognition
- BECAUSE THEY WERE ASKED
 - PBS

□ Donor Life-Cycle

- Prospect
- Customer
- Annual Gift
- Major Gift

Asking for A Gift

- Levels of effectiveness (Best to worst)
 - Peer asking peer face to face
 - Non-peer/staff asking face to face
 - Peer asking peer via telephone
 - Non-peer/staff asking via telephone
 - Personalized customized letter
 - Personalized customized email
 - Bulk Mailing

Asking for A Gift

- Best gifts happen when the right person asks the right person for the right gift at the right time
 - (Not very common)
- REMEMBER YOUR ROLES
- Demonstration
- Practice opportunity

Types of Fundraising Activities

Annual Fund

Types of Fundraising Activities

ANNUAL FUND

The Annual Fund is the foundation/basis for development style fund-raising.

Through the Annual Fund, donors are identified then brought along through the donor lifecycle.

The Annual Fund includes a combination of in-person, events, telephone and mail activities, along with significant acknowledgment activities.

Any chapter can run an annual fund.

Recognition and Acknowledgment

- Acknowledging and recognizing gifts well leads to more gifts
 - Thank, but don't just thank. Involve the donor
- Creating some basic policies is important
- Websites/Facebook

Creating a Plan for Fundraising

- ❑ What does your chapter need to do to move forward?
 - What will it cost?
- ❑ Set a goal for coming year
- ❑ Choose activities to reach that goal
 - MM, FR or both
- ❑ Start a team
- ❑ If necessary, start small
- ❑ Build on your successes



Summary

- Attitude is the most important thing
 - “My chapter is important and deserving of support!”
 - “There are people in my community very willing to support my chapter!”
 - “We can successfully move our chapter ahead!”
 - “There is money out there for the asking”
 - “What does not kill me makes me stronger”