

Fundraising 101

Global Network for Youth Action

Agenda

- Review Development and Fundraising
- Brainstorm current development activities
- Learn moves management
- Determine concrete next steps
- Provide resources

SHARE OUT

- **What makes you want to give to a cause?**
- **How do you currently fundraise?**
- **What are the biggest challenges you have fundraising?**

GLOSSARY

- **Fundraising (et. all):** = act of building relationships and securing charitable donations from individuals and institutions (foundations and corporations).
- **Charitable** = act of giving without any expectation of a received good or service in return - desire to have a social impact / advance a cause
- **Donor, Funder** = entities that gives financial support to an organization
- **Partner** = entities that provide financial, volunteer, or in-kind support, or raise brand recognition.
- **In-Kind** = support in goods or services as opposed to money.
- **Prospect** = an entity who could potentially provide financial or in-kind support
- **Cultivate** = the act of bringing a potential prospect into our work to ask them for support
- **Solicit** = the act of asking for support

WHY DO WE FUNDRAISE?



Nonprofit organizations/NGO's are a business that furthers a social cause and provides a public benefit.

We need donations because we do not generate revenue like a company, which sell a products to make money.

Donations financially support our cause and allow us to further the mission.

What makes a supporter?

- Belief in the work being done
- Belief in the people making it possible
- Belief their support can make a difference
- **We want the same thing and each see the organization as the pathway to achieving that shared goal**

Always Enforcing a Case for Support: Many factors matter like how we convey the work we do, the quality of service, how we share our impact, how we look, if we are in the right places and the right conversations where they are, and so on.

REVENUE STREAMS DEFINED

FOUNDATION

- Includes grantmaking pursued to institutional private foundations (non-corporate entities). Major funders include: The Ford Foundation, Gates Foundation, Hewlett Foundation.

INDIVIDUALS - PEOPLE

- Individual donors engage with organizations through events, personal meetings, and crowdfunding campaigns.

CORPORATE

- This includes both grantmaking for corporations' foundation as well as corporate sponsorship for the purpose of events, like Civics Day or other programs - for example, United Airlines is sponsoring this retreat!

GOVERNMENT

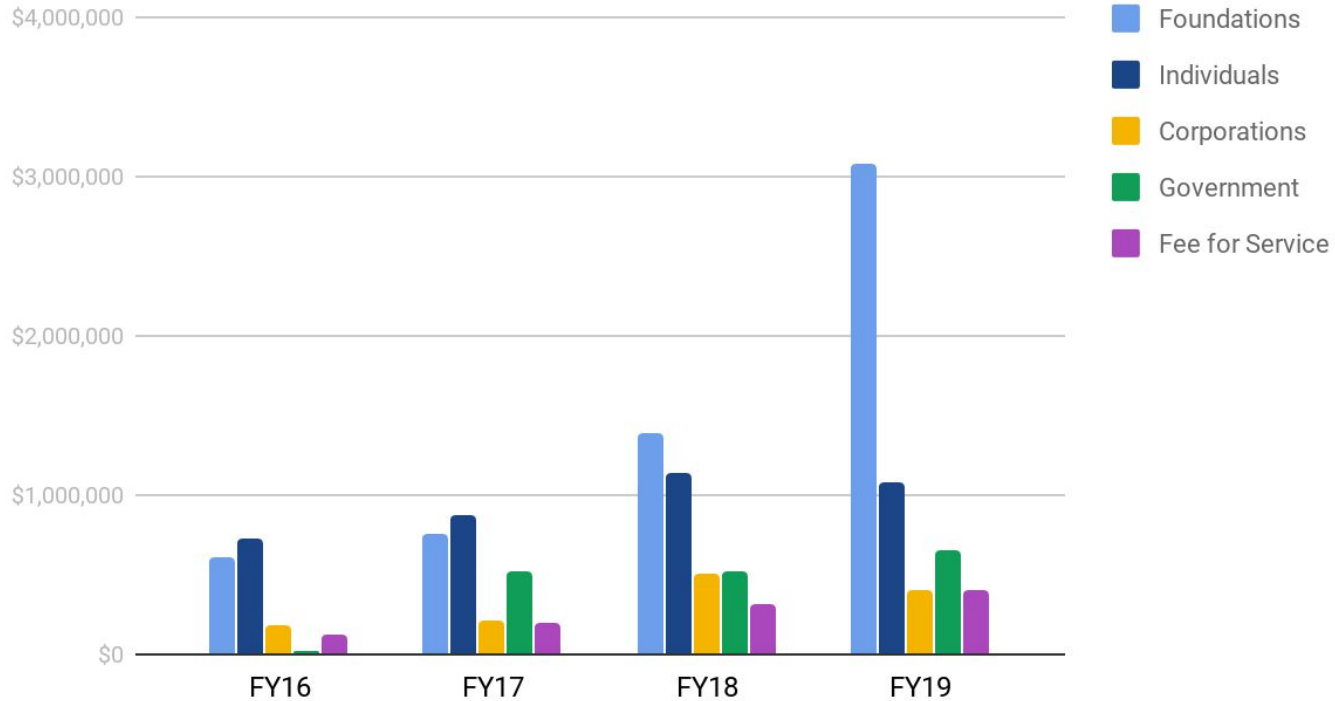
- City, state, federal, and international revenue.

FEE-FOR-SERVICE

- Revenue for high-quality program generated directly through the source.

GENERATION CITIZEN REVENUE MAKEUP

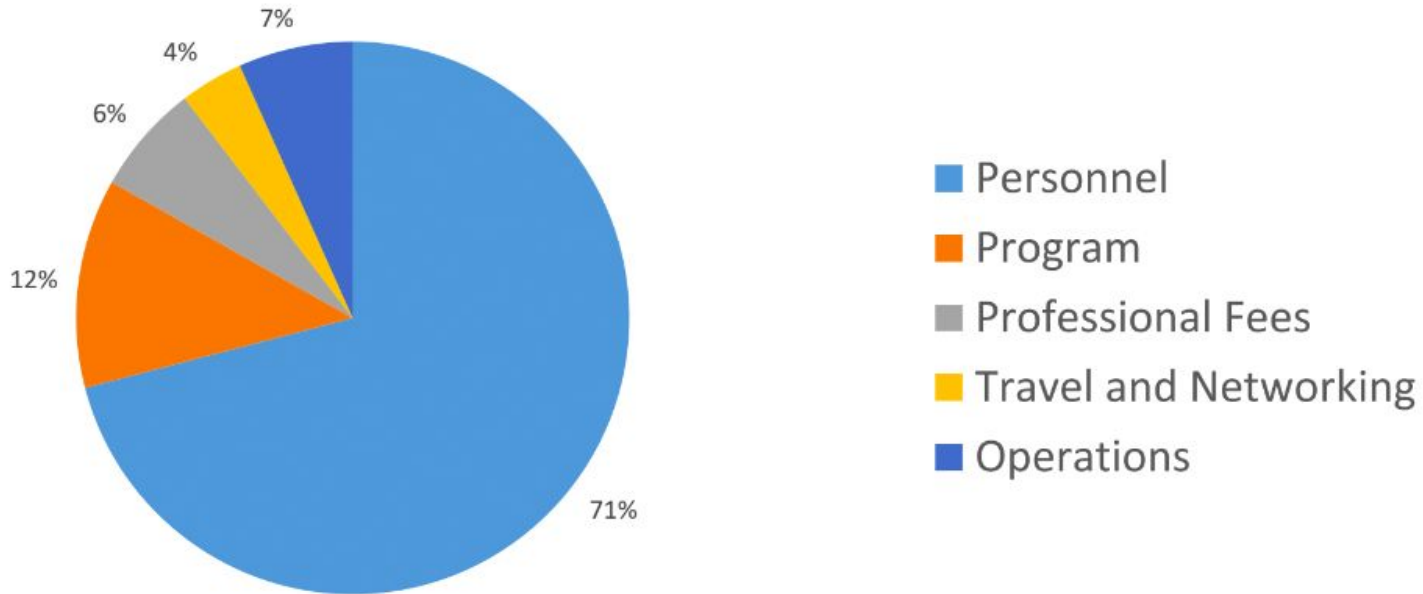
Revenue History



Total Raised: **\$1,666,836** **\$2,574,624** **\$3,851,353** **\$5,614,846**

WHERE DOES THE MONEY GO?

Budget by Expense Category/Account



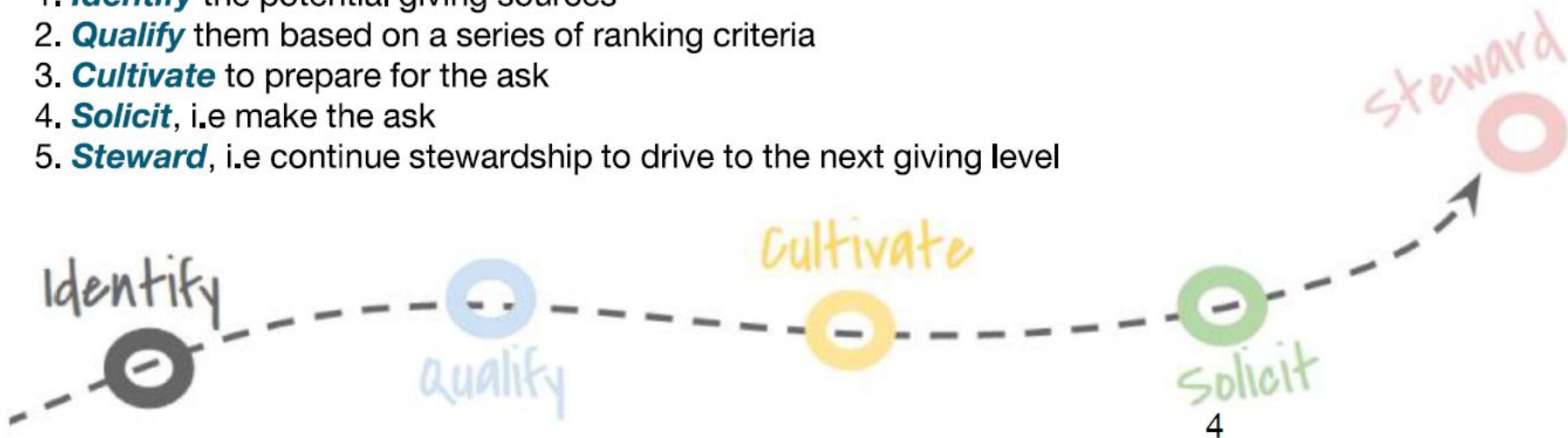
How do we fundraise?

HOW DO WE FUNDRAISE?

Moves Management is the process used to manage and prioritize donor prospects for individual donors, foundations, and corporations. **“Moves”** are the actions an organization takes to bring in donors, establish relationships, and increase engagement and contributions.

DONOR PROSPECT LIFECYCLE

1. **Identify** the potential giving sources
2. **Qualify** them based on a series of ranking criteria
3. **Cultivate** to prepare for the ask
4. **Solicit**, i.e make the ask
5. **Steward**, i.e continue stewardship to drive to the next giving level



Mythbusting: What are some of your held beliefs?

When you hear “fundraising”
you think “_____”

MYTHBUSTING

- **Myth: Fundraising is mostly about asking for money**
 - Reality: This is a very small part! Most of it is research, relationship-building, writing, data management and analytics, creating events and experiences, and outreach and follow-up
- **Myth: All fundraising staff are charismatic salespeople-types**
 - Reality: Because development requires so many diverse skills, it's a great field for people who don't identify as "charismatic salespeople" (although everyone can be a powerful ambassador and storyteller – it's worth exploring this!). People who love research, metrics and analytics, writing, organization, and logistics will all find an extremely aligned role in development.
- **Myth: Fundraising is a "necessary evil." We have to do it to fund our mission but it's not aligned to our values and vision.**
 - Reality: Done right, fundraising is not just a means to an end – it can itself be one of the tools we use to advance the mission.

Next Steps

- **Resource sharing**
- **Individual coaching**
- **Microgrants**
- **Introductions to funders**