



Fundraising To Support Your Organization

Many prevention providers receive a majority of their operating funds from state and federal grants. In these turbulent times, it is becoming increasingly important for organizations and coalitions to diversify your income stream to provide a relatively stable funding base year after year. In addition to government grants, you may want to consider other funding streams to create sustainability, such as: grants from foundations; donations from individuals and businesses; and fee for service entrepreneurial ventures as part of your fundraising strategy.

Your Strategic Plan should help you determine how much money you need to budget to do the work to carry out your organization's mission. Consider how much operating expenses will cost, prioritize your funding needs, and then determine the appropriate sources of funding based on your prioritized needs.

Eight-five percent of all philanthropic contributions in the US come from individuals, so cultivating individuals should be a part of every organization's financial support strategy.

For more information on fundraising, please use these resources:

- "Fundraising for Social Change" Book by Kim Klein
- Association of Fundraising Professionals (AFP)
<http://www.afpnet.org/>
- Colorado Charitable Solicitations Act
<http://www.sos.state.co.us/pubs/charities/charitable.htm>
- Colorado Nonprofit Association
<http://www.coloradononprofits.org/>
- El Pomar NonProfit Resource Center at Penrose Library, Colorado Springs
<http://more.ppld.org:8080/aboutyourlibrary/services/ElPomar/ebresourcescategory.asp?category=Starting%20a%20Nonprofit>
- Foundation Center Online
<http://fconline.foundationcenter.org/>
- Fundsnet Services Online
<http://www.fundsnet.com/searchresult.php?sbcid=52>
- Fundraising Fundamentals
<http://nonprofit.about.com/od/fundraising/a/fundraising101.htm>



For more resources and to find out how to contact the Regional Prevention Consultant in your region, visit www.rpsc.colorado.org.

Create a Fundraising Process Plan to include the following:

I

Formulate a case statement and goal. You must be able to tell a compelling and emotional story to entice donors to want to support your organization.

II

Determine which strategies and methods you will utilize. The fundraising methods that most organizations use to acquire, retain and upgrade donors are:

- Government & Foundation Grants
- Corporate Sponsorships
- Special Events
- Direct Mail
- Major Donors
- Planned Giving
- Telemarketing

III

Identify prospective donors

- Identify who has the best probability of responding to your appeal and do some prospect research to find out as much as you can about them before making your ask.

IV

Determine allocation of resources

- Where will you get the most “bang for your buck?” Determine the best use of your time and money to raise more resources.

V

Institute proper internal processes

- This will require good writing skills, good speaking and presentation skills, and good organizational skills.

VI

Prepare materials for prospective donors

VII

Secure Board/Coalition Leadership giving

- Ask your own Board and coalition members to give first as a good example of support to report to others. The solicitor will not have credibility asking for money unless she/he has already made a donation to your organization.

VIII

Recruit and train volunteer solicitors

- Not everyone is comfortable asking for money. It is easier to ask for money from someone you know. Be sure that the people making the ask for your organization are well trained and very familiar with your organization so that they are prepared to answer any questions that they may get asked by a prospective donor.

IX

Cultivate and solicit prospective donors

- You don't get money if you don't ask for it. And people can always give a little more this time than last time.

X

Recognize donors in appropriate ways

- Acknowledgement - A one-to-one thanking in a personal way (phone call, etc.) ALL donors want to be acknowledged.
- Recognition - A public acknowledgement of the gift. Not all donors want to be recognized publicly, but some do.

XI

Evaluate and be accountable to Board and donors

- Communication - All donors want to know what is happening in your organization as a result of their giving. After the donation is received, telling the donor where and how their contribution was used and how it impacted the lives of those you are serving is critical to getting the next gift.



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