

Where Is the Money?

Community U

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United Way
NONPROFIT
CONNECTION



What Constitutes a Solid Financial Base?

- Organization has a mix of funding sources
 - Individuals
 - Foundations
 - Corporations
 - General Public
- Organization has a mix of activities that generate revenue

Resources required:

- General operating
- Special projects
- Capital projects
- Reserves
- Endowments

Revenue sources

- Fees for service/entrepreneurial ventures
- Government/public funding opportunities
- Private foundations
- Businesses
- Individuals
- Membership
- Planned gifts
- Events and activities
- In-kind gifts

How do we diversify our fundraising mix?

- Determine percentage of funding from top revenue sources (2 or 3)
- Maximize existing resources
- Identify new revenue sources
- Do cost-benefit assessment of all activities
- Determine skills/staffing required for growth
- Identify tools needed (hardware/software/other)

Develop your case for support

- What do you do?
- Where do you do it?
- Who else does what you do?
- How is what you do different?
- Who benefits from your activities?
- What are your results?
- What is your vision for the future

How much money do we need?

- What were your expenses last year?
- What cost increases do you anticipate?
- What new initiatives do you hope to launch?
- How much more money is required?
- What options are available for increases?

Where can we find more revenue?

- Current supporters can give more
- New supporters can be recruited
- Additional grant funding can be secured
- New fee-for-service activities can be launched
- Costs can be reduced in some areas and expenses shifted from one area to another
- Special events can be created (with cost-benefit assessment)

Who can we ask to support us?

- Family
- Friends
- Social acquaintances
- Neighbors
- People from house of worship
- Co-workers
- Club members
- Leisure contacts
- Professionals and service providers
- People who have supported you in the past

How do we ask for money?

- Make a list of prospects
- Practice with a friend
- Ask for a specific amount (\$10 for ticket, etc.)
- Have talking points about importance of cause
- Be prepared for questions
- After you ask – stop talking and listen
- If they say yes, set a time to collect funds
- Always say “thank you”

How do we create a fundraising plan?

- Define non-financial goals
- Define financial goals
- Establish reasonable measures of success
- Create an action plan
- Set deadlines
- Assign responsibility

Questions to ask now

- Why do you need money?
- How much do you need?
- Who will benefit?
- How will you manage the money?
- What results will you deliver?

Questions to ask next

- Do we have our data organized?
- Do we have a current fundraising plan?
- Do we have an implementation plan?
 - Who will do what by when?
 - How do we measure success?
- What do we do if we fail?

A Final Thought...

Fundraising is really friendraising – with a lot of hard work behind the scenes.

For more information:

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Fundraising Resources

- Association of Fundraising Professionals (www.afpnet.org)
- BoardSource (www.boardsource.org)
- Grants.gov (www.grants.gov) 26 grantmaking agencies
- GuideStar (www.guidestar.org)
- Foundation Center (www.foundationcenter.org)
- National Council of Nonprofits (www.nationalcouncilofnonprofits.org)
- NTEN/Nonprofit Technology Network (www.nten.org)
- Nonprofit Risk Management Association (www.nonprofitrisk.org)
- Texas Center for Grants Development (www.texasctrgrants.org)
- Tech Soup – discount software (www.techsoup.org)
- United Way Nonprofit Connection (www.unitedwayhouston.org)
- VolunteerMatch (www.volunteermatch.org)