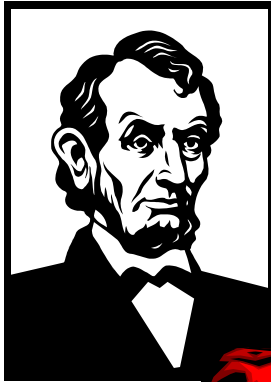


Building Nonprofit Capacity: Fundraising

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Where I'm From: The Midwest Region



Where I'm From:



Southern Illinois University Edwardsville

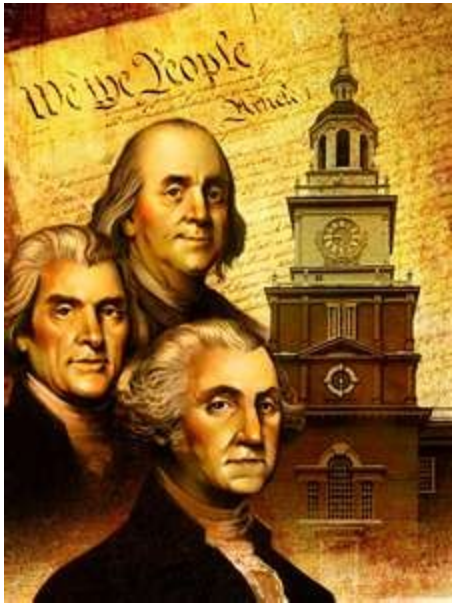
Southern Illinois University Edwardsville is a public comprehensive university dedicated to the communication, expansion and integration of knowledge through excellent undergraduate education as its first priority and complementary excellent graduate and professional academic programs; through the scholarly, creative and research activity of its faculty, staff and students; and through public service and cultural and arts programming in its region

- Established in 1957
- One of top 15 public universities in *U.S. News'* Midwest-Master's category

Southern Illinois University Edwardsville

- **Student Body: Fall 2011**
Total Students: 14,235
Undergraduate Students: 11,428
Graduate Students: 2,289
- SIUE has over 90,000 alumni.
- SIUE is one of the largest employers in Southwestern Illinois with more than 2,500 full-time employees.
- **Location:** Edwardsville, Illinois - just 20 miles from St. Louis.
- **Affiliation:** Part of the [Southern Illinois University System](#)
- **Emphasis:** SIUE is a fully accredited public university offering a broad choice of degrees and programs ranging from liberal arts to professional studies.

Department of Public Administration and Policy Analysis



- 140 Graduate Students
- Six Full-time Faculty (Ph.D. level professors); 8 adjunct professors
- Specializations: Local Government and Nonprofit Administration
- Applied Program: Internships, service learning projects, practitioner study body
- Masters of Public Administration

Personal Areas of Concentration and Research

- Courses taught: Organization Theory, Public Budgeting, Fundraising, Board Leadership, Marketing and Public Relations, Grantwriting and Health Care Administration, Communications
- Research Focus: Organizational Restructuring in Nonprofit Organizations (Mergers, Public Private Partnerships, Privatization, Hospice organizations)

Scholarship: Articles

- "Navigation Notes: A Case Study in Hospice Strategic Planning", J. Pietroburgo. To be submitted to American Journal of Hospice and Palliative Care. December, 2012.
- "Investigation of Association Mergers. – Phase III" J. Pietroburgo and S. Wernet in conjunction with William E. Smith Institute for Association Research. To be published as technical report in 2007.
- "Saving Fido: A Case Study in the Inter-Sectoral Privatization of Local Animal Control Services", J. Pietroburgo. Public Sector Innovation Journal. August, 2012.
- "Merging Missions and Methods: Restructuring and Adaptation in Nonprofit Hospices", J. Pietroburgo. Journal of Healthcare Leadership. Spring, 2010.
- "Nonprofit Mergers: Assessing the Motivation and the Means", J. Pietroburgo. Journal of Leadership Studies. March, 2010 .
- "Coming to Terms: A Case Study of Hospice Collaboration Challenges", J. Pietroburgo and R. Bush. American Journal of Hospice and Palliative Care. January, 2008.
- "Police Response to Domestic Violence: The Role of an Intervention Counselor." J. Pietroburgo and T.R. Carr. Forum: Illinois Law Enforcement Executive Institute . September, 2008.
- "Bowling Together: Anatomy of a Successful Association Merger." J. Pietroburgo and S. Wernet. Baruch College, City University of New York Nonprofit Working Paper. September, 2008 .
- "Investigation of Association Mergers." J. Pietroburgo and S. Wernet in conjunction with William E. Smith Institute for Association Research. Published as technical report in 2007.
- "Charity at the Deathbed: The Impact of Public Funding Changes on End-of-Life Care." J. Pietroburgo. American Journal of Hospice and Palliative Care; December, 2004 .
- "Meeting in the Middle: The Challenges of Public/Private Partnerships in Domestic Violence Intervention." J. Pietroburgo and T.R. Carr. Forum: Illinois Law Enforcement Executive Institute Journal; January, 2005 .
- "Joining Forces, Fortunes and Futures: Restructuring and Adaptation in Nonprofit Hospice Organizations." J. Pietroburgo and S. Wernet. Nonprofit Management and Leadership; September, 2004 .
- "Joining Forces, Joining Futures: Hospices at the Crossroads." J. Pietroburgo. Published in the American Journal of Hospice and Palliative Care; May, 2004.

Getting to Know You

- Why did you want to take this course?
- What do you want to learn specifically in this course?
- How do you plan to use what you learn in this course?

Week One

- Introduction
- Syllabus Review
- Defining terms
- Understanding capacity building
- Reviewing course expectations



Defining the Terms

- **Nonprofit:**
 - In U.S.:
 - Corporations organized and operated exclusively for religious, charitable, scientific, testing for the public safety, literacy, or educational purposes.
 - 501(c)(3) Status
 - Tax Exemption
 - Limited Liability

Defining the Terms

- **Nonprofit:**
 - In Czech Republic:
 - Organizations not affiliated with the state with efforts aimed at helping aspects of humanity.
 - Four types of nonprofits: Citizen-action associations, foundations and charities, legal entities established by the church, generally beneficial associations

Nonprofit vs. For-Profit

Differences

Nonprofit Corporation

- Cannot distribute its profits to members or “owners” of the corporation
- The profits must be spent to further the organization’s charitable goals.

For-profit Corporation

- Profits are distributed privately to the owners of the corporation (i.e. usually the owners of the corporation’s stock receive the profits in the form of dividends).
- A “for-profit” generates profits for its owners.

Similarities

Nonprofit Corporation

- Legal Incorporation
- Board of Directors & Officers
- Pay Salaries
- Face Expenses
- Able to Receive Profit

For-profit Corporation

- Legal Incorporation
- Board of Directors & Officers
- Pay Salaries
- Face Expenses
- Able to Receive Profit

Defining the Terms

- **Capacity Building:**
 - refers to strengthening the skills, competencies, abilities and resources of people and communities so they can overcome the causes of their exclusion and suffering.

Defining the Terms

- **Capacity Building (continued):**
 - refers to intentional, coordinated and mission-driven efforts aimed at strengthening the management and governance of nonprofits to improve their performance and impact. Includes:
 - leadership development
 - strategic planning
 - program design and evaluation
 - board development
 - **financial planning and management: FUNDRAISING!**

Capacity Building Framework



Defining the Terms

- **Philanthropy:**
 - The effort or inclination to increase the well-being of humankind, as by charitable aid or donations.
 - Love of humankind in general.
 - Something, such as an activity or institution, intended to promote human welfare.

Defining the Terms

- **Development:**
 - Philanthropy is made possible by development
 - Involves building a supporting constituency around a worthwhile cause or organization.
- **Fundraising:**
 - Fundraising is one (very important) element of development
 - Involves the process of soliciting and gathering voluntary contributions including money and other resources by requesting donations from individuals, businesses, charitable foundations, or governmental agencies

More Fundraising Terminology

- Donation/Pledge
- Grant
- Campaign
- Appeal
- Annual Gifts/Annual Fund
- Major Gifts
- Planned Giving
- Etc., etc., etc.

Where Do We Start?

- The mission, need, objectives and goals of the nonprofit organization!



Nonprofits: The Mission

- The cornerstone of the organization that answers two questions:
 - Why does your organization exist?
 - Who were you created to help?



Some mission statements:

- To improve cardiovascular health of patients through education and clinical research.
- To strengthen and expand philanthropy among nonprofit organizations .
- To provide high-quality, compassionate and comprehensive legal services to as many low-income persons as possible.
- To protect the lands and waters that define the communities and enrich the quality of life for citizens in the state of Illinois.

Mission Statement

A Mission Statement is a broad, usually brief description of:

- **Ends:** What problems, concerns, or opportunities you seek to address. What you want to achieve in the long run.
- **Means:** What ways you will use to try to achieve those ends.
- **Target population/geography:** What people and places you seek to serve.

Mission Statement (cont.)

Your mission statement should:

- Provide the definitive purpose of your organization to the rest of the world.
- Be the point of reference around which your board, staff, members, and volunteers develop common understanding of the organization's reason for being.
- Be the touchstone from which all planning proceeds.

Example of a Mission Statement

- The Carpathian Eco-region Initiative: to work through collaborative eco-regional planning in order to conserve the Carpathian ecosystem and secure sustainable economic and cultural benefits for the peoples of the region.

Is it compelling? Can people get behind it?

Is it your true reason for existence?

NEEDS STATEMENT

- ❖ A Needs Statement describes the situation that the organization intends to address with its programs.
- ❖ What is the problem that you are addressing?

Note: Do not assume everyone knows the problem. Be sure to make a convincing case.

Example of a Needs Statement:

- ❖ Conservation of the unique Carpathian biodiversity is threatened by economic and industrial development with 10% of the unique species threatened with extinction by 2050.

GOAL

- ❖ A goal is a broad-based statement of the desired ultimate result of the change being undertaken (a result that is sometimes unreachable in the short term).

Note: Don't confuse a goal with an objective. In general, a goal is conceptual and more abstract.

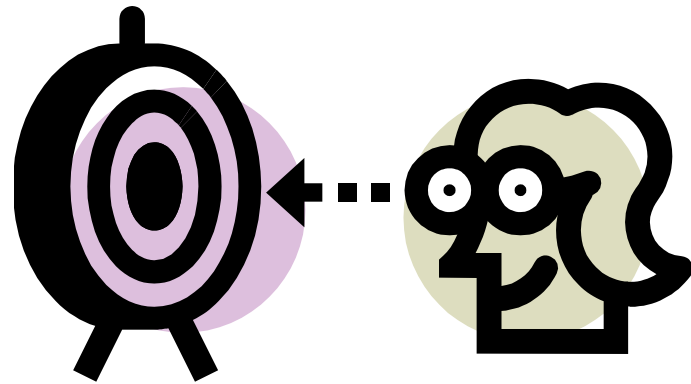
Examples of Goals:

- ❖ Build a Carpathian Biodiversity Information System to track the extinction threats and growth initiatives related to endangered species in the region.
- ❖ Offer education and skill-building training to community leaders on bio-diversity protection initiatives.

What is an Objective?

OBJECTIVE

- S**pecific
- M**easurable
- A**chievable
- R**ealistic
- T**ime-bound



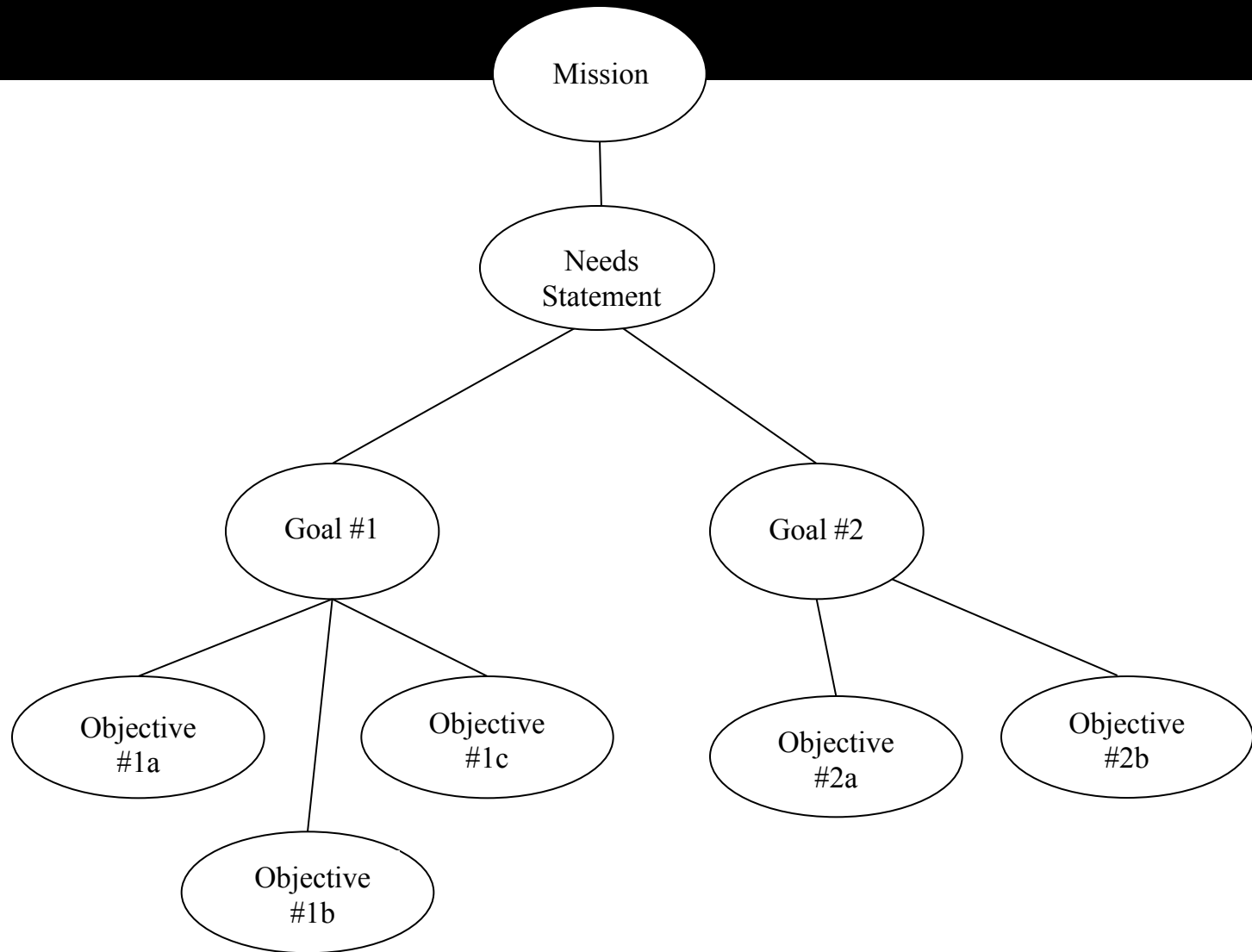
OBJECTIVE (cont.)

- ❖ It is much more narrowly defined than a goal. Like the goal, the objective is tied to the need statement.

Examples of Objectives:

- ❖ Implement the Biodiversity Information System with the tracking of 20 unique species by 2015.
- ❖ Provide speeches to 20 groups each year about bio-diversity endangerment.
- ❖ Prepare a new study of bio-diversity threats to the region by June 30, 2013.

Program Plan Chart



What is a Method?

METHOD

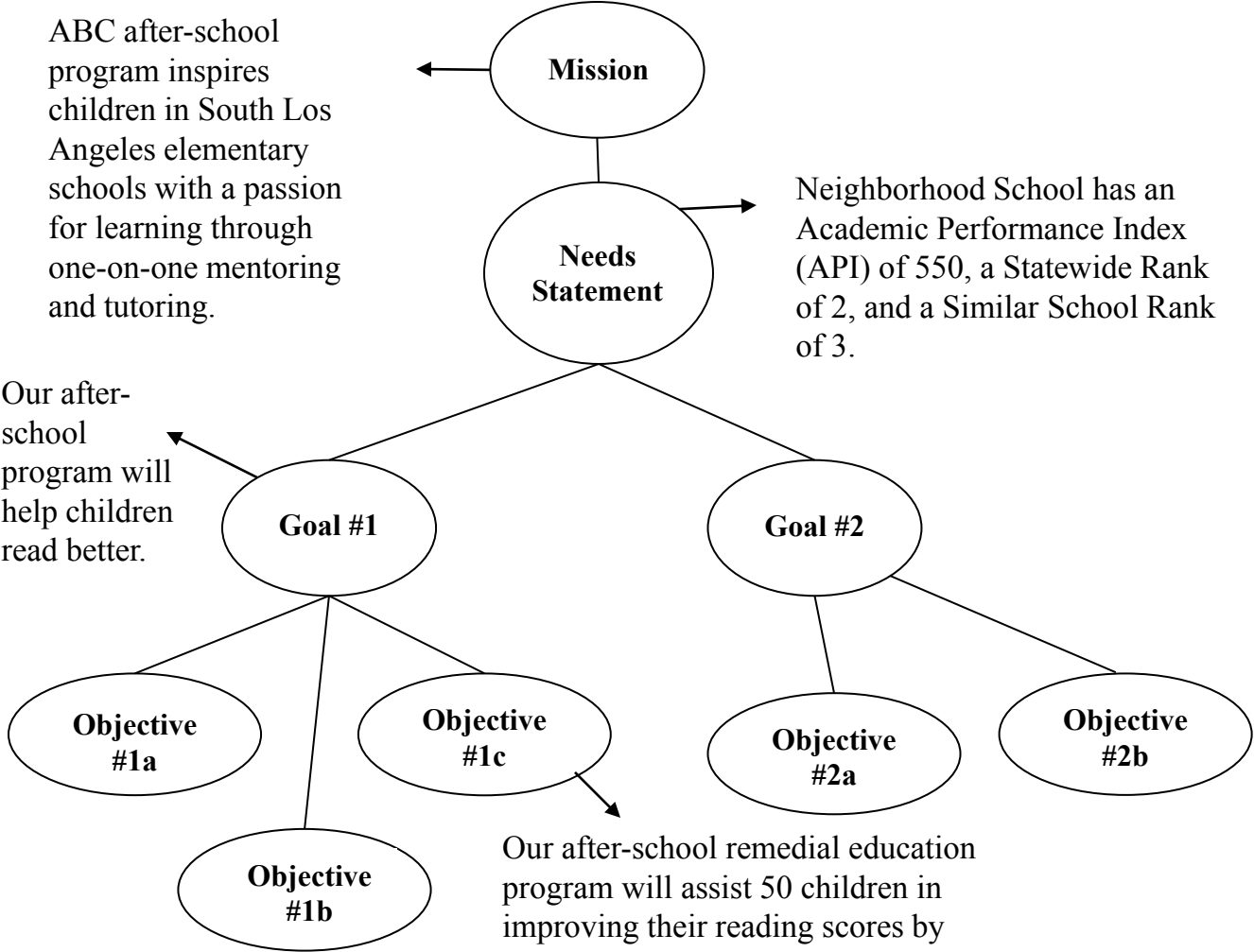
- ❖ A method is a detailed description of the activities to be implemented to achieve the ends specified in the objectives.
- ❖ *Methods should be reasonable and should be able to be accomplished within the timeframe of the program and with appropriate resources.*

Note: *Methods are frequently referred to as activities or strategies*

Examples of Methods:

- ❖ Conduct training on the Biodiversity Information System with all project personnel.
- ❖ Recruit 12 community leaders to sit on the Carpathian Bio-diversity task force.
- ❖ Convene an annual Bio-diversity Conference of 250 community leaders, elected officials, and citizens to discuss barriers to ecological protection.

Program Plan Chart Sample



Method→ We will recruit volunteer undergraduate tutors from USC and UCLA to tutor children. For ten weeks they will tutor 50 children every Thursday for two hours.

Hope4Africa

- What are the organization's
 - Mission/Vision
 - Statement of Need
 - Goals/Objectives
 - Methods
- http://www.youtube.com/watch?v=nxudc_5Ydpk

Review

- Nonprofit Definitions
- Capacity building in Context
- Where it all starts: Mission, Need Statement, Goals, Objectives, Methods