

Week Two: Fundraising

Capacity Building Framework



Capacity Building

- What do nonprofits need to carry out their mission and achieve their goals and objectives?



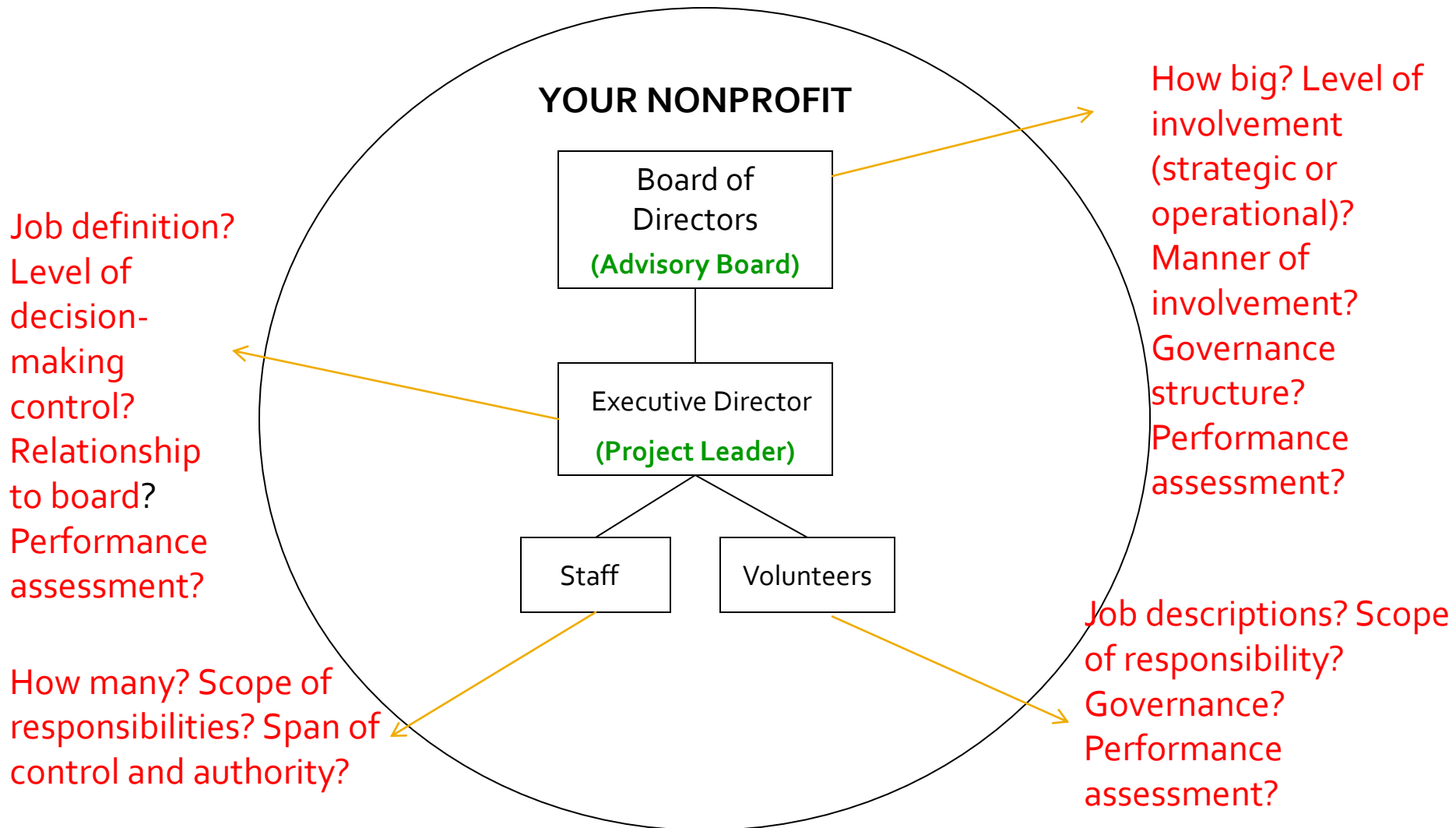
Nonprofits: The Resources

- People: Leaders, workers, volunteers
- Skills
- Plans (Strategic and operational)
- Supporters
- Compelling Message
- Money

Necessary Resources: People

- The internal leaders, workers and volunteers necessary to carrying out your mission
 - Governance structures
 - Job descriptions

Internal Relationships



Necessary Resources: Skills

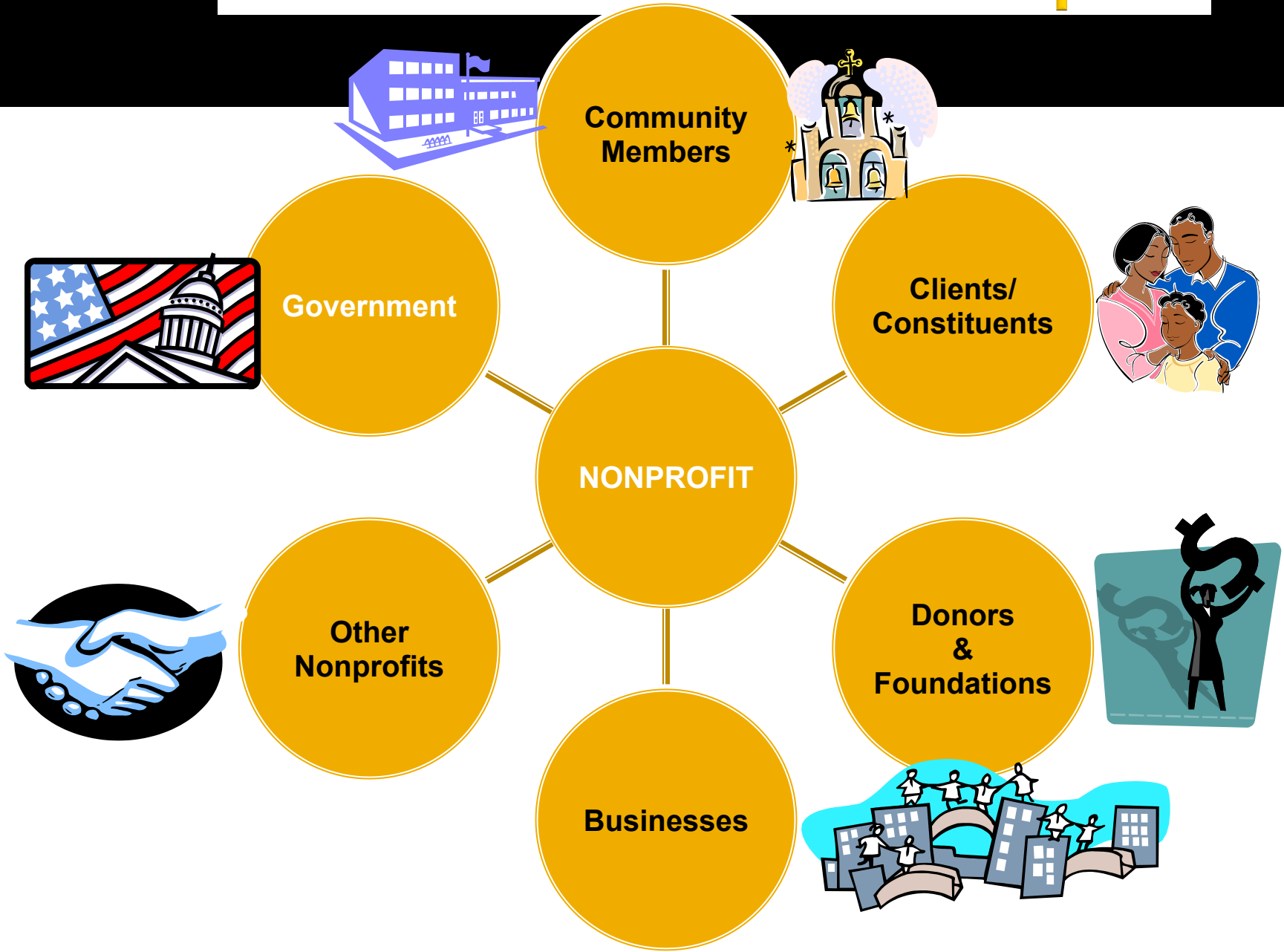
- Recognized Skills:
 - Leadership
 - Professional
 - Operational (task-specific)
 - Financial
 - Interpersonal/Communication
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- Undervalued:
 - Marketing
 - Public Relations
 - Development
 - Fundraising

Necessary Resources: Supporters

- External relationships crucial to carrying out the mission and activities of the organization

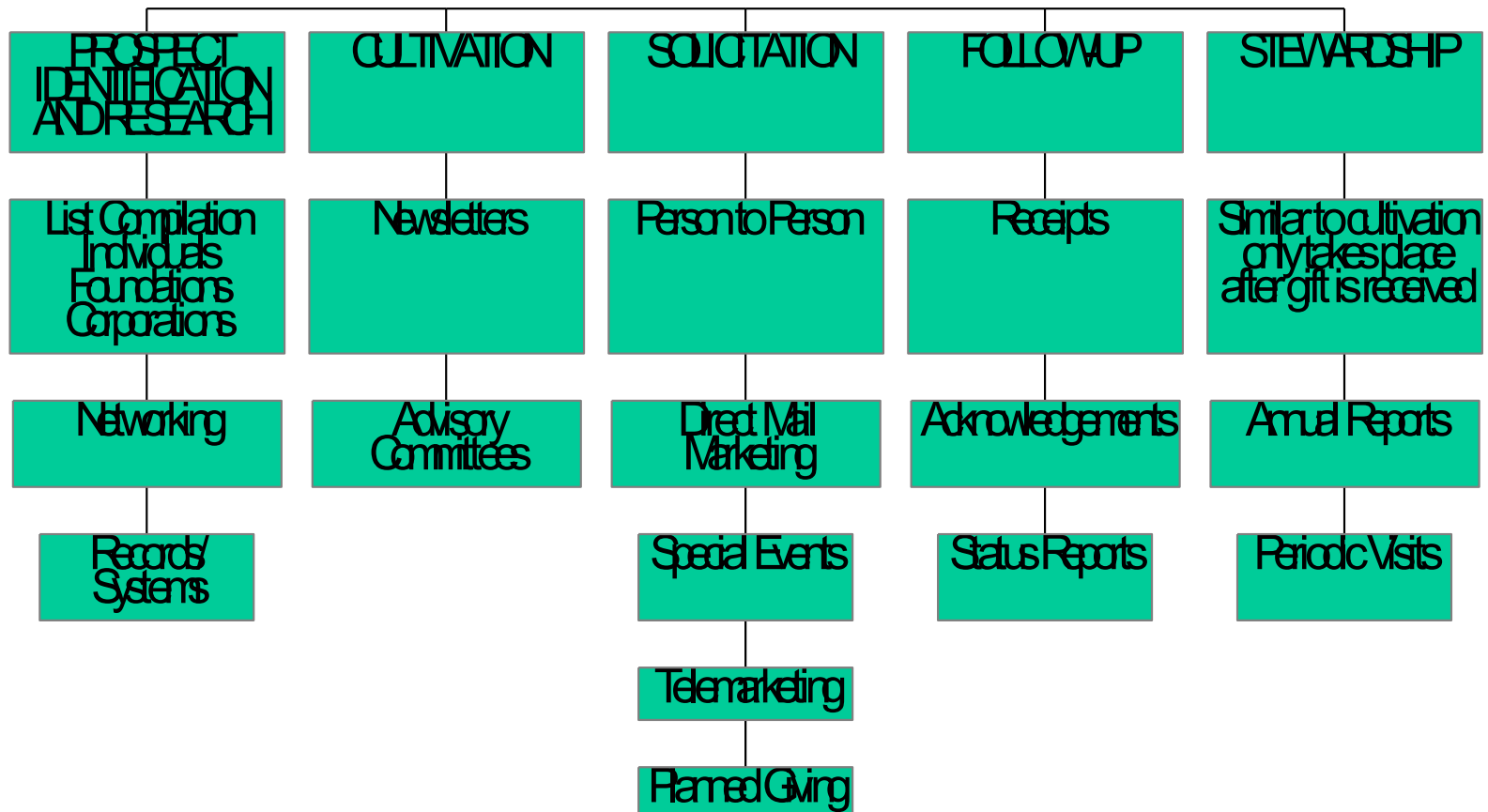
External Relationships



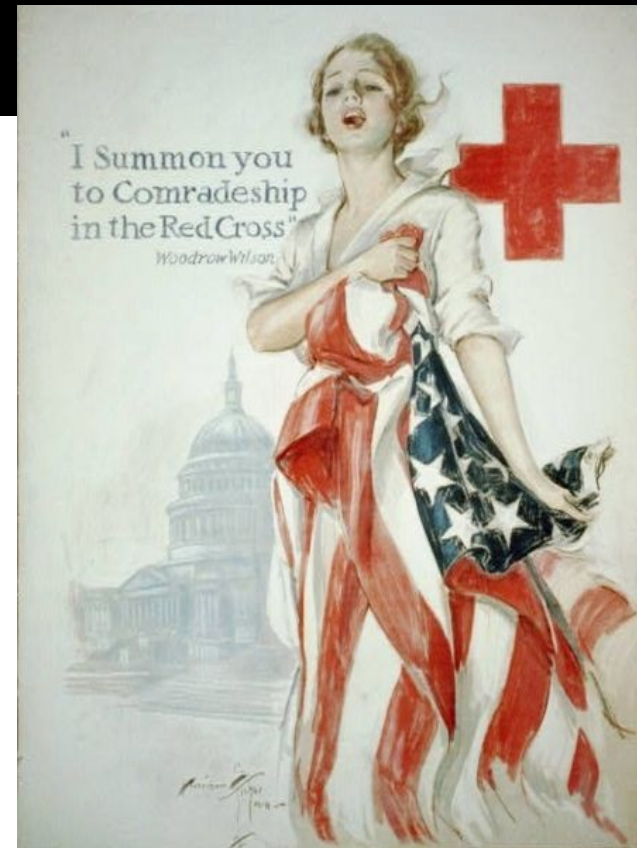
Necessary Resources: Plans

Strategic Plans

Which leads to
Fundraising Plans



Necessary Resources: Effective Message



The greatest tragedy is indifference.

Message Must Conform to Five C's

Creative

Compelling

Credible

Concise

Compassionate

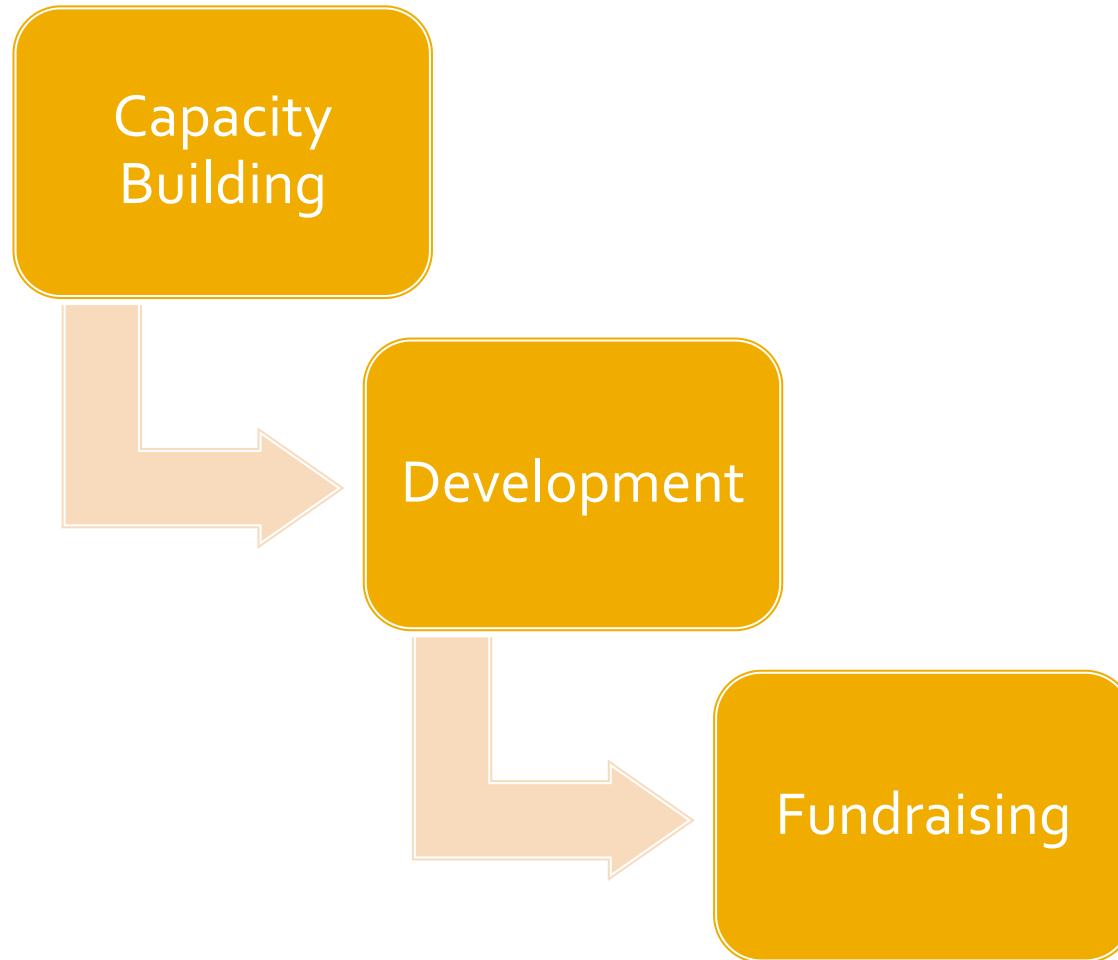
Necessary Resources:

MONEY!

(Donations, grants,
in-kind gifts, loans,
tax exemptions,
etc.)



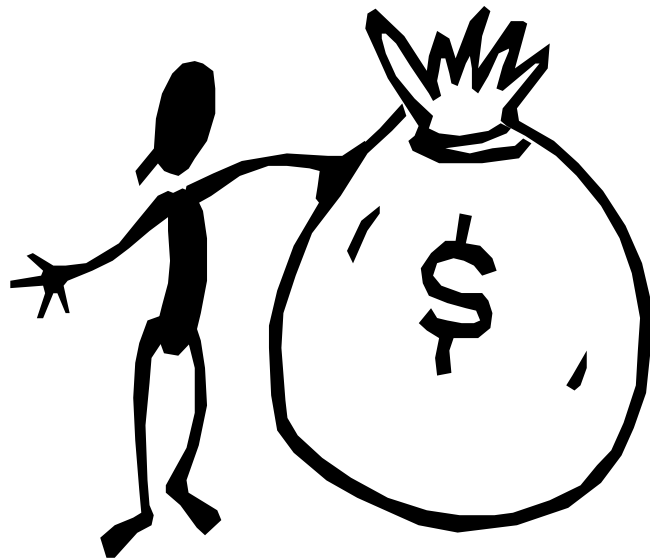
When Capacity building is successful.....



FUNDRAISING

- What is the purpose of fundraising?
 - The purpose of fundraising is NOT to raise money; the only way you can raise money year after year is by developing a broad base of loyal individual donors.
 - The purpose of fundraising is not to raise money, but to RAISE DONORS.

Why Fundraise?



- Develop support of donors
- Gather essential income
- Affirm organization's purpose
- Awareness
- Acquire intangible resources
- Involve people
- Competitive positioning

Fundraising involves GIFTS

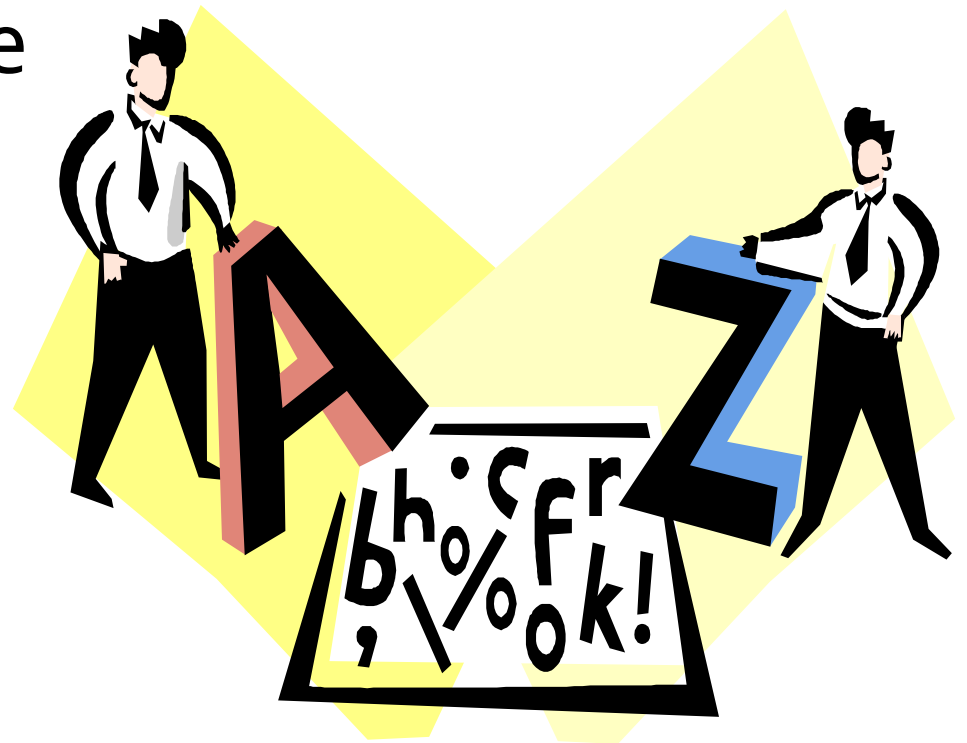
■ Activities and Tactics such as:

- Gathering information on donors
- Identifying donor segments for various giving programs
- Fostering relationships
- Tracking performance
- Sharing results



Before you start:

- What do you have to have to launch a credible fundraising effort?



Essential Ingredients to Fundraising



- Strong charitable cause
- Strong case
- Clear image
- Strategic plan
- Marketing/communications program
- Personnel commitment
- Competent staff
- Financial resources
- Voluntary spirit

Other Influential Factors

■ Organization

- Age
- Location
- Quality of programs and their impact
- Range of giving program
- Previous fundraising success
- Urgency of need
- Publicity

Other Influential Factors (cont.)

- **Constituency**
 - Demographics
 - Size
 - Geographical distribution
 - Commitment
- **Environment**
 - Economy
 - Competition
 - Public support for cause

Organizations that possess the essential ingredients

- http://wn.com/Category:Non-profit_organizations_based_in_the_Czech_Republic#/videos
- <http://www.avonfoundation.org/waw/videos/czech-republic-2007-video.html>

Evaluating the Fundraising Ingredients

- Read the Metropolitan Library Case
- What essential fundraising ingredients does the organization possess?
- What essential fundraising ingredients does the organization lack?

Review

- Necessary ingredients underlying fundraising
 - People
 - Skills
 - Supporters
 - Message
 - Plans
 - Money
 - GIFTS
 - Others?