

NONPROFIT CONSULTING GROUP

Georgia Charter Schools Association

Fundraising Strategies that
Eliminate
Year-Round Budgeting Angst

with Karin Douglas

Presenter

Karin Douglas | Senior Consultant

Private Nonprofit Organizations

- Children's Defense Fund
- Communities In Schools
- American Red Cross

Post Secondary Schools

- Davidson College
- UNC-Chapel Hill
- Duke
- Georgia Tech

Charter Schools

- Maureen Joy Charter School
- Woods Charter School

During this session we'll talk about

Board Development

Prospect Engagement

Community Support

Who Are You and Why Do You Exist?



- **Why were you founded?**
- **What need do you meet?**
- **How are you unique?**
- **How do you add value?**

Elevator Pitch – Everybody is a fundraiser

What are the key things that must be communicated about your organization or your program?

What particular components of the organization's vision/mission/strategy resonate most significantly with you?

Why should people care about your organization's mission?

What are the sources of nonprofit funding?



- ❖ **What kind of giving comprises the biggest percentage of charitable giving?**
- ❖ **Where do you put the most effort in your fundraising?**

Source: Giving USA 2015

5% of Charitable Giving is from Corporations

Sponsorships:

Programs (budgeted under a business function such as marketing)

Projects (volunteerism – often combined with donations)

Events (provides them with marketing opps)

Employee Giving:

Internal/External Campaigns

Matching Gifts

5% of Charitable Giving is from Corporations

Activities:

Benefits/Events

Cause-related Marketing

In-Kind Gifts:

Professional Services

Items

Why do corporations give?

- Employee relations
- Social responsibility
- Cause-related marketing
- Public relations
- Tax deductions
- Giving is the right thing to do

15% of Charitable Giving is from Foundations

Private/Individual

family managed

non-family managed

(ex. community fndn)

Corporate

staff managed

contract managed

80% of Charitable Giving is from Individuals

Is individual giving compatible with the mission of your organization?

Why do individuals give?

- Personal experiences
- Make a difference
- Solve a problem
- Take a stand on an issue
- Personal recognition and benefits
- Giving is the right thing to do

Source: Grassroots Fundraising Journal,
Sandra Simms

Show Me The Money



- Focused, engaged and connected board
- Cultivated prospective donors
- Supportive community

Focused, Engaged & Connected Board

Where does resource development fit into your school?

- Strategic Plan – VISION; where you are going, why you are going there & how you'll get there
 - Annual Operations plan – what your organization will do & accomplish during the fiscal year – **must reflect Strategic Plan**
 - Resource Development Plan – what resources need to be developed and how they will be developed - **part of your Annual Operation Plan**

Step 1

Know where you are going:

Vision, Strategy, Implementation (programs, processes, projects)



Focused, Engaged & Connected Board

Does your board have the personal and/or professional network to connect – without cold-calling – to the people/entities with resources in your community?

Focused, Engaged & Connected Board

A governing board diverse in skillsets should include members that possess knowledge and skills in areas such as finance and accounting; real estate and facilities; legal and human resource services; fundraising and grant writing; marketing; community partnerships; and academic programming. Source: GADOE

Focused, Engaged & Connected Board

Board Matrix

INFLUENCE

is as important

as

Expertise &

Demographics

	Member A	Member B
Media		
Civic Groups		
Power Brokers		
Elected Officials		
Philanthropists		
Neighborhoods		

Step 2

Create a board filled with people who have resources to help you achieve your goal



Cultivated Prospective Donors

Casual Contacts Social Media Foundations

Friends Neighbors Local Companies

Colleagues at work Professional Affiliations

Civic affiliations Corporations Vendors

Place of worship Social Groups

Cultivated Prospective Donors

Cultivation = Dating

Develop an **Opportunities for Engagement** document for your supporters who are an active part of your pipeline building process

Cultivated Prospective Donors

One-time

- Tour the Learning Center
- Teach a specialized skill in an extracurricular activity
- Attend graduation ceremonies
- Guest speaker at career day

Short-term

- Tutor/Mentor high school students

Long-term

- Board Membership
- Task Force Membership
- Corporate Involvement
- Offer Job Shadowing/Internships
- Sponsor Dine Out for Kids

Step 3

Engage your prospects regularly and meaningfully



Supportive Community

Everyone is a fundraiser

What are the key things everyone must know about your organization or your program?

Everyone should be able to articulate

The particular components of the organization's vision/mission/strategy that resonate most significantly with them

Everyone should be able to make a case for

Why people should care about the school

Step 4

Offer prospects the opportunity to give

If someone has been cultivated properly,
solicitation is merely a formality:

Right person at the right time is making
the right ask

Step 5

Steward your donors

Letting people know their contribution **made a difference and was appreciated**

Best prospect for a new gift is an existing donor

Board & staff roles in stewardship

What is your organization's stewardship plan?

NONPROFIT CONSULTING GROUP

Questions???

Thank you!

www.gcn.org

kdouglas@gcn.org