

Fundraising and Leveraging Resources

The formula for successful fundraising

Strong Case + Strong Performance + Strong Relationships = Fundraising Success

1. Strong Case – the reasons you exist, the good you bring the world, why you deserve support
2. Strong Performance – fulfill promises, meet expectations, deliver on the mission
3. Strong Relationships – fundraising is about relationships: “people only give to people”

The fundraising food chain

Reaching the summit – the planned gift (in well developed programs 50% comes from PG

Upgraded to capital gifts

Upgraded to in-person asks

Upgraded to an annual phone appeal

Annual appeal letter

Fund (friend) raisers

The revenue mix

Many nonprofits are overly dependent on one source – a foundation, county contract, etc.

Analyze your revenue mix: earned income, foundations, individuals, etc.

- If you depend on government money the opportunity is to add more contributed income
- If you live on individual members/donors, the opportunity is to generate earned income

Leverage means maximizing what you have - building on your strengths