

*\* Karen Ball*

Culture, Community, Strategy

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## Raising Funds \$10 at a Time

Make Dollars Make Sense: Funding and Financial Management 101 - November 22<sup>nd</sup>, 2014

	<i>Memberships</i>	<i>Events</i>	<i>Crowdfunding</i>
<i>Structure</i>	<ul style="list-style-type: none"><li>• Ongoing with regular campaign pushes</li></ul>	<ul style="list-style-type: none"><li>• Periodic or annual</li></ul>	<ul style="list-style-type: none"><li>• Periodic - campaign based</li></ul>
<i>Revenue Types</i>	<ul style="list-style-type: none"><li>• Set fees or dues – can be based on different membership levels</li><li>• Not all membership programs charge fees</li></ul>	<ul style="list-style-type: none"><li>• Ticket sales (event registration fees), event sponsorships, in-kind donations, auctions, draws</li></ul>	<ul style="list-style-type: none"><li>• Donations, pre-sales, investments</li></ul>
<i>When to Use</i>	<ul style="list-style-type: none"><li>• Established network</li><li>• Strong sense of ownership or “insider” community</li><li>• Large volunteer base (or need for one)</li><li>• Ways to communicate and engage with members as part of regular programming and operations</li><li>• Volunteer or staff support dedicated to the program</li></ul>	<ul style="list-style-type: none"><li>• Strong &amp; dedicated volunteer base with large networks</li><li>• History of successful events</li><li>• Access to in-kind supporters and smaller scale sponsors (under \$5,000) and multiple ticket buyers</li><li>• Socially active community</li></ul>	<ul style="list-style-type: none"><li>• Access to a large community (directly or indirectly)</li><li>• Strong social networks</li><li>• A compelling project with strong local (community) impact</li><li>• Volunteer or staff support dedicated to the campaign</li></ul>

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	<i>Memberships</i>	<i>Events</i>	<i>Crowdfunding</i>
<i>Benefits</i>	<ul style="list-style-type: none"><li>○ Built-in cultivation for larger potential donations</li><li>○ Built-in volunteer pool to draw from</li><li>○ Encourages regular communication with core community</li><li>○ Builds strong sense of ownership from core community</li><li>○ Creates a social network amongst members</li><li>○ Regular, undirected annual cash flow</li></ul>	<ul style="list-style-type: none"><li>○ Focused time-based effort</li><li>○ Can be entirely volunteer driven</li><li>○ Ability to cultivate relationships with potential future donors</li><li>○ Ability to strengthen relationships with existing donors</li><li>○ Potentially undirected revenue</li></ul>	<ul style="list-style-type: none"><li>○ Support for special projects and unique initiatives</li><li>○ Potentially small entry point for donors (ability to donate just one dollar)</li><li>○ Easy for community to encourage their network to support</li><li>○ Real time campaign with the ability to learn and adjust throughout</li></ul>
<i>Risks</i>			

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## ***Risks***

- Can be motivated by status or transaction over philanthropy leading to mismatched expectations
- Needs to be responsive to shifting demographics
- Takes time and money to develop a strong membership program
- Revenue comes after expenses and can be unreliable leading to a net zero or loss of income
- Can burn out core volunteers, supporters and staff
- Organization's focus can be shifted away from mandated activities
- Consistent effort required over the length of the campaign (45 days and on)
- Can strain the attention of the community if bombarded by too many requests
- Need to be able to deliver on any promised benefits (to many people)