

Make Dollars Make Sense 2015

Alberta

Fundamentals to Fire Up your Fundraising

Presented by Jennifer Stark
Community Development Unit
Alberta Culture and Tourism

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Community Development Unit

- Community Development Officers throughout Alberta provide facilitation, training, and consultation to non-profit and public sector groups in order to help them improve their organizational effectiveness and build their capacity to achieve their goals, ultimately contributing to strong, vibrant communities in Alberta.



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Fund raising is the process of soliciting and collecting financial support or other resources for a cause.

(Also known as resource or fund development)



BOARD RESPONSIBILITIES

- The board is responsible for the highest level of decision-making and legal authority in an organization.
- It is responsible for the welfare, effectiveness, outcomes and sustainable future of the organization it serves.
- It is ultimately accountable for, and has authority over, the organization's resources and activities.



- Think about your current approach to fund raising?
- What is working well?
- What could be better?



Six fundamental components of effective fund raising

1. Organize for effective fund raising
2. Collect information and ideas about types and sources of funding
3. Cultivate relationships
4. Develop strong fund raising tools
5. Approach potential funders
6. Keep the money coming



1. Organize for effective fund raising

- Know and believe in your cause, organization, services and programs.
- Take a professional, business-like approach.
- Understand the legal and ethical considerations that apply to your organization in fund raising.
- Determine your organizational structure and roles and responsibilities of board, staff, members, and volunteers in fund raising planning, decision making, implementation, reporting, and evaluation.
- Get fund raising training if needed.
- Establish a powerful, diverse fund raising team, committee, and/or sub-committees.
- Develop a written fund raising plan.
- Implement and evaluate your plan (and use that evaluation to make changes in the future).



Legal and Ethical Considerations

These links provide some important information related to fund raising in Alberta.

- <http://www.charitycentral.ca/>
- <http://www.servicealberta.ca/491.cfm>
- [http://www.servicealberta.ca/pdf/tipsheets/Charitable Organizations That Solicit Donations INFOSHEET.pdf](http://www.servicealberta.ca/pdf/tipsheets/Charitable_Organizations_That_Solicit_Donations_INFOSHEET.pdf)
- http://www.servicealberta.ca/pdf/charities/cfra_standards_of_practice.pdf
- <http://www.aglc.gov.ab.ca/>
- <http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html>



IF YOU FAIL TO PLAN, YOU PLAN TO FAIL



Fund Raising Plan

- Purpose
- Situational analysis / environmental scan – assets and strengths, challenges and weaknesses, opportunities, threats
- Problem / need
- Goal
- Objectives
- Potential funding sources (target groups and amounts)
- Strategies for reaching target groups and amounts
- Key messages and desired actions
- Donor benefits / recognition strategies
- Information / content / materials / images / writing / design work needed
- Resources needed
- Timeline
- Action plan
- Evaluation: performance measures and success indicators



2. Collect information and ideas about types and sources of funding

Examples of the many online sources of fund raising information:

- Networkforgood.org
- Big Online Canada
- Imagine Canada
- Charity Village
- CanadaHelps.org
- Prospect Research Online
- Fireflypartners.com
- Canadafundraiser.com
- Help4nonprofits.com
- Fundsnetservices.com
- Grantstation.com
- Philanthropic Foundations Canada (pfc.ca)



IMAGINE CANADA Caring Company Program

The Caring Company Program exists to be the bridge between community-minded companies and their charitable and non-profit partners.

How it Works

- Counting more than [90 Canadian businesses as participants](#) in the Caring Company Program, Imagine Canada recognizes each one as a community investment role model. They lead by example with their commitment to:
 - donate a minimum of 1% of pre-tax profit to community organizations
 - champion and sustain and least one community investment project
 - publicly report their community investment activities



Sector Sources of Funding

- Private sector
- Public sector
- Non-profit voluntary sector



Diversify your funding base

- Grants
- Donations
- Gaming
- Special events and benefits
- Sales
- Earned income and social enterprise
- Sponsorships
- Online fund raising and Crowdfunding
- Membership dues
- Bartered services
- Goods and services provided at no charge
- Special offers or programs
- Partnership funding
- Money management
- Other / non-traditional sources of funding



SMALL GROUP CONVERSATIONS

Review the “Funding Sources and Ideas” document together....

What new sources or ideas might you want to look into?



Reasons events fail

- Expenses are too high
- Insufficient seed money to launch the event
- Insufficient planning and lack of a back up plan (alternate date, speaker / entertainment cancels, weather considerations, etc.)
- Elitist
- Price is too low
- Poor ticket sales
 - Event doesn't have a broad enough appeal or target group
 - Location
 - Price is too high
 - Poor timing (time of year, time of day, competition with other events)
 - Poor advertising



3. Cultivate relationships

- Internally
- With the community
- With current and potential supporters and contributors



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**80% OF FUNDING FROM
DONATIONS COMES FROM
20% OF DONORS**



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6 KEY PRINCIPLES OF GIVING

1. People give to people
2. Much comes from few
3. Wealth is not always obvious
4. It *is not* about money, it *is* about the relationship
5. Fund raising is not a stand alone activity
6. Philanthropy is something to be proud of, and fundraising enables philanthropy



Branding is essential to an organization's ability to thrive in today's highly competitive non-profit world.

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Branding is not just communication and marketing, but also action and interaction.



A brand is what people say, think, and feel about your organization






- Identity
- Reputation
- Goodwill

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Building Corporate Relationships A Toolkit for Nonprofits

- <http://culture.alberta.ca/community-and-voluntary-services/resources-and-links/tools/pdf/AlbertaCulture-Toolkit.pdf>



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Case Study

“DINNER RESERVATIONS”



4. Develop strong fund raising tools

- Branding and visual identity
- High standards of quality
- Variety of formats
- Reader-friendly
- Clear, concise, neat and attractive
- Complete packages
- Well-written proposals
- Polished presentations
- Well-designed up-to-date websites and internet tools
- High quality fund raising products and events
- Reviewed and critiqued by your organization and target group
- Dated materials



Strong, clear messages to explain...

- Your cause
- Your organization
- Your request



Your cause...

- Conveys a feeling of importance, relevance and urgency
- Identifies and validates needs
- Local stories, testimonials, facts and figures
- Why change must occur
- Clear and persuasive
- Engages - incites action and involvement
- “Warms the heart and stirs the mind”



What's your story and how do you tell it?

<http://www.youtube.com/watch?v=1e8xgF0JtVg>



Your organization...

- Credibility
- Mission, vision, goals, objectives, strategies
- Partners, affiliations, members, sponsors, supporters
- Governance, structure, leadership, direction, staffing
- History, continuity, long term commitment or future plans
- Programs and services
- Significant accomplishments, achievements, successes
- Fiscal responsibility
- Evaluation



Your request...

- Presents opportunity to become involved
- Inspires, excites, uplifts and motivates
- Defines a concrete, specific need/request
- Explains how funds will be used
- Outlines donor / sponsor benefits, recognition and reporting plan
- Tells *how* to make a contribution



Your donations and sponsorship package

- Cover letter on letterhead
- Name, title, address, phone number of contact
- Overview of the cause (case / cause statement)
- Organization overview
- Website
- Brochure, newsletter
- Funding proposal / request
- Letters of support
- Benefits / recognition / reporting plan
- Latest annual report / business plan



Package should answer...

- ✓ Who are you?
- ✓ Why do you exist?
- ✓ What is it you want to accomplish?
- ✓ How do you intend to accomplish it?
- ✓ What are your products and/or services?
- ✓ What is distinctive about you?



- ✓ Who provides your leadership and direction?
- ✓ Who are your major partners, supporters and funders?
- ✓ What are your achievements to date?
- ✓ Are you fiscally responsible and financially credible?
- ✓ What are your long term plans?



- ✓ What do you want from me?
- ✓ How will my contribution make a difference?
- ✓ How do I make my contribution?
- ✓ How will my contribution be recognized?
- ✓ How will you hold yourself accountable?



5. Approach potential funders

4 Ps

- **P**rospect research
- **P**reparation
- **P**atience
- **P**ersistence



Prospect Management

- Suspect Identification
- Prospect Research and Verification of Viability
- Prospect in Action (PIA)
 - Cultivation
 - Solicitation
 - Stewardship



GETTING IT RIGHT!

The **right** person making a request to the **right** prospect at the **right** time and place for the **right** reason and the **right** amount in the **right** way.



Donations and Sponsorships

- Conquer fear
- Determine specific strategy
- Choose solicitors carefully and make sure they are fully prepared
- Key in on interests and needs of the prospect
- Emphasize “opportunity” for the donor rather than “need” of the organization
- Be open and honest - don't make promises you can't keep
- Be a good listener
- Provide written package
- Put 'Donations' and 'Sponsorships' headings on your website
- Provide a donations option on membership forms
- Make notes and keep them on file for future reference
- Follow up and follow through



Donations and Sponsorships

**ORGANIZATION LEADERS
NEED TO GIVE FIRST**



Grants

Grantsmanship and proposal writing skills



The Five Eyes of Fundraising

1. Identify
2. Investigate
3. Inform
4. Involve
5. Invite



6. Keep the money coming

- ❖ Stewardship
- ❖ Monitor progress and evaluate results.
- ❖ Recognize solicitors and celebrate successes.
- ❖ Recognize contributors and meet obligations to them.
- ❖ Be committed to donor care.
- ❖ The last and most important word in fund raising is actually two words: 'thank you'.



**Commitment + Passion + Cause + Strategy =
Success**



What are your challenges in fund raising?



Do you think you could do better in any of these areas?

1. Organize for effective fund raising
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Questions?

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FOR MORE INFORMATION

Alberta
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Jennifer Stark
Community Development Officer
Community Development Unit
jennifer.stark@gov.ab.ca

