

Fundraising for Operational Support – Agenda and Handouts

Presented at: National Community Land Trust Conference

Wednesday, October 22, 2015, 9:15 – 10:45 (1.5 hours)

Session Speakers: Lisa Byers, Michael Campbell

Session Description:

CLTs and PAH programs promise to support their homeowners and communities forever. To make good on that promise, we must plan for the long-term sustainability of our organization. This session will focus on building skills to raise funds for organizational operations and project development from individual donors as well as local foundations and regional banks.

Learning Objectives:

1. Understand what gets in the way of asking for money;
2. Understand the elements of a case statement, and begin to apply those elements to your organization;
3. Understand the organizational structures necessary to sustain a fundraising program and inventory what is in place and what is missing for your organization;
4. Develop a list of people in your community who could help you and begin to remove the barriers to asking for their help.

Session Agenda:

1. Introductions
2. Getting Over the Fear of Asking
3. Creating Your Case Statement
4. Building Relationships

TIPS:

- **A story is worth a thousand words.** Tell your story, why you care about the issue and your group. Tell the stories of those who have been impacted, of the places you have worked to save, of the victories you have had, and the lives that have been touched. Stories make your work real.
- **Speak from the heart.** You may not know the answer to every question, or be able to go on about the details of every program. Just share your passion for the work. Why have you made your group a priority? What motivates you to be involved? Your passion is contagious. Share it.
- **Ask.** You don't have to be good at asking, you just have to do it. By asking for a specific amount, you help the donor decide what the appropriate amount to give.

RESOURCES:

- Book: Klein, Kim: *Fundraising for Social Change*
- Online: GIFT: Grassroots Institute for Fundraising Training, and the Grassroots Fundraising Journal

Fundraising Quiz

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1. How much money was given away by private sources in the U.S. in 2014?
 - a. \$203 Billion
 - b. \$274 Billion
 - c. \$305 Billion
 - d. \$358 Billion

 2. What percent of this was given by individuals (as opposed to corporations or foundations)?
 - a. 15%
 - b. 56%
 - c. 75%
 - d. 84%

 3. When you include bequests, what percent was given by individuals?
 - a. 25%
 - b. 66%
 - c. 84%
 - d. 90%

 4. How many households give money away?
 - a. 1 in 10
 - b. 3 in 10
 - c. 5 in 10
 - d. 7 in 10

 5. What percent of the money given by individuals comes from households earning \$60,000/year or less?
 - a. 10%
 - b. 50%
 - c. 80%
 - d. 100%

 6. Why do people give money?
 - a. It feels good
 - b. Someone asks them to
 - c. They believe in the work
 - d. All of the above

 7. How much is a lot of money?
 - a. \$500
 - b. \$5000
 - c. \$100,000
 - d. I don't know

 8. What does it take to be a successful fundraiser?
 - a. The ability to speak from the heart
 - b. The ability to tell a good story
 - c. The ability to listen
 - d. The willingness to ask
 - e. All of the above

 9. True or False: If someone gives \$100 through the mail, on average they are able to give \$1000 if asked face to face.

 10. True or False: If the board is an activist or working board, they should not be expected to raise money.

 11. True or False: Volunteers should not be asked to give money because they give their time.

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Building the Case for your Organization

The case statement “makes the case” for your organization. It spells out the compelling arguments for why someone would want to give money to your organization. Use this worksheet to begin thinking through the elements of the case statement and the order that makes sense in most cases.

- 1. Problem Statement:** Why does your organization exist? What problem are you working to solve?
- 2. Our Solution:** What is your proposed solution? What are your goals? What changes are you trying to create?
- 3. Track Record:** What is your organization’s history? What are your key programs? What accomplishments stand out? Be specific and show impact/change when possible. Why are you the right group to implement the Solution?
- 4. Current Structure and Capacity:** How is the organization structured? What kind of people are on the board and staff? Who has authority? How are decisions made?
- 5. Budget:** What will the proposed solution or project cost? Where will the money come from? Has anyone else committed yet?
- 6. Timeline/Urgency:** When does this work need to be funded and why? Are there other deadlines or requirements that drive the timeline?
- 7. Ask:** How much are you asking for from this donor? (and why?) Why should they give now and at the amount you are asking?

Inventory of Organizational Systems

Item	What do we Have?	Who's Responsible?	What do we Need?	Who will procure?
Timely Delivery of Information 1. Print 2. Email 3. Social Media 4. In Person 5. Other?				
Board members understand their role				
Record Keeping Systems 1. Database or C.R.M. 2. Accounting 3. Paper Files				
Timely Thank You Process				
Event Production				

