

## Other Useful Points on Fundraising

Notes from a workshop on the topic of nonprofits looking for funding.

Some ways to approach a donor:

- Arrange a personal meeting with the executive director, president or VP.
- Invite prospects to be a speaker or lecturer, or run a workshop.
- Ask prospects for advice on a special project.
- Educate and involve the prospect. If they become sincerely interested, they will be more likely to help.
- Have people who have benefited from ISHK, or Hoopoe, call the prospect.
- Feature the prospect in one of our publications.

When approaching a potential donor:

- Listen to your donor (or contact person) from his/her point of view.
- Consider the interests of the donor: What are the aspirations of the donor? Where have donations been given before?
- Create a message that fits the donor: How would our project reflect the interests of the donor? In order to reach a donor, we need to explain how and why our project clearly fits their goals and expectations. And why their help will make the difference.
- Have available testimonials and endorsements from similar donors. (Peer influence can be strong.)
- Have a clear idea of the 'measurable outcome' of the project. The donor almost always will want to know exactly where their money is going. Clarify ahead of time (with the partner, when applicable) what the goals of the project are, and how it will positively affect the community being served, so that this can be projected adequately to the donor.

Essentially, create a strategic plan on how to approach the donor, using the above suggestions.

Try to create a multi-year pledge. This will keep the donor more involved in the project.

Let people know about any challenge grants. They may want to join.

When we are looking for major giving, the goal is long-term involvement. It will help if the project is on-going and successful, and matches the donor's expectations. But, cultivating a relationship with the donor is an essential factor. It is sometimes considered the essential factor. (Keep in mind that the cost of reaching a new donor is 5 times more than renewing with a previous one.)

Once we have a donor, how do we cultivate and hold their interest (also known as stewardship)?

- Acknowledge the donation adequately.
- Keep in touch with the donor on a continuous basis. You can describe how the project is going, how the funds have helped.
- Remember to communicate with them even when the project is completed.
- Educate and involve the donor with the ongoing activities.
- Be aware of the donor's interests.

When making contacts, this is the 'ladder of effectiveness' (from the Fundraising School):

1. Personal: face-to-face
2. Personal letter
  - a. with telephone follow-up
  - b. without telephone follow-up
3. Personal telephone call
  - a. with letter follow-up
  - b. without letter follow-up
4. Letter on the Internet
5. Telephone solicitation
6. Direct mail
7. Fundraising event
8. Door-to-door
9. Advertisement