Fundraising Outline

Back to Basics

Nomenclature

Relationship building

1. Legal
* Charitable filings in addition to your annual corporate filings
* Professional fundraisers (K to Dr. Maurer)
* Raffles
1. Tax implications
* Affiliates are 501©(3) NFP corps
* Chapters are charitable organizations but not 501©(3)
* Documentation – rec on request do not value services
1. Best Practices
* Have a plan
* Accumulation is not the goal
* Fundraising is not a separate channel
* Lots of ways to succeed but a structure is best
* Could use a fundraising and/or development committee
* Development is more long term, planned giving and grants
* Fundraising is shorter term – events, sales, annual appeal etc.
* Use goals and measures and then evaluate
* Think about a cost benefit analysis and include all costs
* A budget might be the beginning of this process
* Walk through an example.
1. Fundraising for us
* Talk about fundraising for NFB as it is fundraising for all of us
* Our brand helps all of our affiliates gain name recognition
1. Fundraising ideas
* Third Party platforms
* we need the information and do not use for our contributors
* Affiliates should have fundraisers at all different levels to engage our members
* Candy and snack sales
* Raffles 50/50 up to Colorado
* Events – dinners, games nights, walkathons
* Highlight convention opportunities – sponsorships advertising exhibitors PAC drive
* AmazonSmiles getting bad press and not much money right now
* Government money
* Bequests/planned giving
* Brainstorm other ideas good and bad
1. How do we motivate donors
* Tell our stories – both types
* Storybank is a work in progress
* Play the Thank You video as a sample
* Make the ask
* Engage the audience in role-playing the ask
* must prospect and cultivate donors – timely thank you and newsletters

The little book of gold: Fundraising for small and very small not for profits

Grant sources

[www.tcgi.com](http://www.tcgi.com)

The Foundation Center

Forfront