

DETERMINING YOUR BEST FUNDRAISING STRATEGY – CHART

SOURCES	LARGER GIFTS, FEWER DONORS		SMALLER GIFTS, MANY DONORS	
	Grants, Sponsorship and Individual Support	Major Individual Donors	Mass Market Appeals	Special Events and Sales
	Government (all levels)	Face to face solicitation	Direct mail	Events (e.g. meals, galas, concerts, auctions, etc.)
	Service clubs	Monthly electronic fund transfers	Telephone solicitation	Sales, (e.g. bake sales, calendars, UNICEF cards, conference admission, etc.)
	Other NGOs/charities/non-profits	Planned giving	Online	Gaming (bingo, lotteries, and raffles usually require a licence)
	Religious groups	Capital gifts for major building projects	Street Corner	
	Unions		Door-to-door visits	
	Small and large businesses			
	Corporate sponsorship			
	Foundations			
	Employee funds			
	Professional groups			
	Seniors' and Retirees' Associations			
	United Ways			

DETERMINING YOUR BEST FUNDRAISING STRATEGY – CHART

		LARGER GIFTS, FEWER DONORS		SMALLER GIFTS, MANY DONORS	
		Grants, Sponsorship and Individual Support	Major Individual Donors	Mass Market Appeals	Special Events and Sales
WHO SHOULD USE IT	<p>Everyone – Grants are the largest source of revenue for most NGOs</p> <p>Groups that are not registered charities may find it more difficult to get grants from foundations and other registered charities.</p>	<p>This is for you if you have:</p> <p>Upper income supporters</p> <p>Supporters who have given at least \$100 in the last 24 months</p> <p>Older supporters</p> <p>Volunteers who have personal contacts able to give \$1,000 or more</p> <p>Volunteers who give, and are willing to visit five or more prospects</p>	<p>Groups ready to grow rapidly can use this to build a large base of support. (If you already have lots of supporters, try upgrading them first)</p>	<p>Groups with access to lots of volunteers who will sell.</p> <p>Groups that can (and will) attract people who pay high prices.</p> <p>Groups whose supporters find it easier to sell something than ask for donations directly</p>	

DETERMINING YOUR BEST FUNDRAISING STRATEGY – CHART

TIPS FOR SUCCESS

Follow all guidelines and complete application forms exactly as instructed.

Before applying for institutional support, check to see if the funder has a website, then write, email, or phone to request any documentation they may offer, such as application forms and guidelines, annual reports, and information on past grants they have given.

When you get one grant, let other potential funders know, as they are often impressed by groups that have already received grants. You can easily multiply your results by listing which institutions support you now or in the past on your website and in your grant proposals.

Ask for larger donations from special friends.

Concentrate on people who know the work you do very well and can give large amounts.

Role-playing. Practice how you will talk with listen to donors before going to them

Longer letters raise more money than short letters. Surprise! A long letter must be compelling, however. Use an emotional human interest story to show what the money is for.

Ask clearly for a specific sum of money.

Emphasise the urgency to respond now.

Always use a P.S. to reinforce the main points of the message, but don't add new ideas at this point.

Start phone calls with lapsed donors. You have nothing to lose, and a two-way conversation may reveal valuable information about why they stopped giving and excite them enough to give again. Don't read a script, have a

Collect names and addresses and ask new-found supporters to support your work again (through petitions, door prize draws, etc.)

Once names are collected, send a note right away, contact them again in 3-4 months, and be sure to invite them to the next event.

DETERMINING YOUR BEST FUNDRAISING STRATEGY – CHART

LARGER GIFTS, FEWER DONORS		SMALLER GIFTS, MANY DONORS	
Grants, Sponsorship and Individual Support	Major Individual Donors	Mass Market Appeals	Special Events and Sales
		<p>conversation, with lots of pauses to listen to the donors. If they are responsive, ask for an immediate gift by credit card.</p> <p>For online gifts, put a 'give-now' button on every page of your website. Link it to a story and video or photo of a person the donor can help. Refresh these with new stories often. Make the form easy to fill out, with as few mandatory questions as possible</p>	

DETERMINING YOUR BEST FUNDRAISING STRATEGY – CHART

	LARGER GIFTS, FEWER DONORS		SMALLER GIFTS, MANY DONORS	
	Grants, Sponsorship and Individual Support	Major Individual Donors	Mass Market Appeals	Special Events and Sales
WHAT TO AVOID	<p>Asking the wrong people at the wrong organizations to fund the wrong projects.</p> <p>Asking for the wrong amounts in the wrong way.</p> <p>Submitting many similar appeals instead of personal peer visits with customized proposals.</p>	<p>Being so busy with other fundraising that you never have volunteers visit the special few who can and will give much more if asked.</p>	<p>Having an unappealing mailing envelope. Even current supporters probably don't open every letter with your NGO's name on it.</p> <p>The ideal is hand-written address with a real live stamp. Small charities can do this for all donors, and larger charities can do it for their best donors.</p>	<p>Overestimating the number of tickets that will be sold.</p> <p>Allowing a marginal net profit because prices are kept low.</p> <p>Justifying an event as 'awareness-raising' when it does not make money</p>

DETERMINING YOUR BEST FUNDRAISING STRATEGY – CHART

	LARGER GIFTS, FEWER DONORS		SMALLER GIFTS, MANY DONORS	
	Grants, Sponsorship and Individual Support	Major Individual Donors	Mass Market Appeals	Special Events and Sales
HOW FAST ARE RESULTS?	Six months or more may elapse from your initial contact with a funder until the money arrives.	You can make requests to donors who are already committed almost immediately. However, careful preparation, research and cultivation over 18 months result in bigger gifts.	<p>Acquiring a donor list is the first step. Allow one to two years or more to build up a significant donorbase. After that, build repeat donations from the house list of proven donors.</p> <p>Mailings: allow six to ten weeks from idea to delivery, and another three months before all the income is in.</p> <p>Telephone: can be started and getting results within 24 hours.</p> <p>Social Media and Ads: quick and dirty, completed overnight. Done properly, two months.</p>	At least three to six months of advance planning are required to have "an overnight success." The best take a year or more.