

Gender Equity in Sport for Social Change

Workshop: 6 steps to building a strong fundraising program



Casablanca, May 2008

What we will do today

This workshop will focus on the main steps you need to take to build a strong and sustainable fundraising program.

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Fundraising:

It's all about the money!

- True
- False

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It's about building relationships



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Fundraising is like



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What are your main questions or concerns about fundraising?



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Step 1: Planning

“If you fail to plan, you plan to fail”

Benjamin Franklin

- Do you have a fundraising plan?
- Do you have a goal? Know much you want/need to raise?
- Do you know how you will raise this money?

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A solid fundraising plan

- Goal
 - How much money you need to raise, and what range of gifts
- Prospects
 - Individuals, foundations, government, corporations
- Strategies
 - How you will identify, cultivate, solicit, thank, involve, inspire, report, re-solicit your prospects
 - Ex. events, mail, proposals, one on one, internet, etc.
- Organisation
 - the role of Board, staff, volunteers, other donors
- Schedule
 - Phases: preparation, cultivation, solicitation, engagement evaluation
 - Think 12-18 months.
- Budget

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Step 2: Leadership

Great leadership is essential because...

- People give to people
- Fundraising is relational
- Strong leaders give credibility to your organisation and/or project

Create a fundraising committee: Board, key staff, volunteers, your biggest fans/ best donors

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Step 3: Invest

Invest in yourself.



- Staff: fundraising officer, manager, consultants
- Materials: graphic design, printing, website, films, other
- Board and staff training: fundraising consultant, space rental, food, travel
- Travel: donor meetings, conferences, public speaking, presentations

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Step 4: Roles and Duties

- Who will do what?
- Assign specific fundraising tasks
- What is your role in fundraising? What is the role of staff? The role of the board? The role of donors?
- Who will be working on the I's that will help you win over donors.
 - Identify, Inspire, Inform, Involve, Invite to Invest

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Step 5: Donor profiling

Research and know your donor demographic

- Type: who/what are they?
- Characteristics: what do they care about?
- Capacity: how much can they give? Cash/in-kind.
- Sophistication: will they fund core costs or only projects?
- Relationships: who does the donor know in your organisation?

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Donor management grid

Prospect Donor	Interests/profile	Amount sought	Lead person	Action/ touch point	Action/ touch point	Action/ touch point
John Smith AK Fund	-Capacity building -Financial sustainability -running	\$ 50,000 and Financial training for staff	Aisha B.	<u>June</u> Share comm. materials and ask for advise	<u>August</u> Invite to site visit- and follow up with phone call	<u>December</u> Send end of year report and ask for possibility to present

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Step 6: Make the Case!

In order for a Case for Support to be great it must be...

- Well documented
- Compelling
- Unique

And, it must include your value proposition and

- Who, What, Where, When, Why, How, How much

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Creating a strong case

What is your added value and your distinct competency?

- the higher vision your organisation is striving to attain.
- how the work you are doing today will help generations to come and will make a difference in the world.
- Your uniqueness and why you do what you do.

How much will you need and what will be the return?

- Why you need funding and for what (we need money is not enough).
- What will be different at the end of their giving cycle. What will be the impact?

Match the values of your (potential) donors and with your vision and work.

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Get started!

- Determine your top 5 donors and set up meetings with them to ask for advice and opinion. Spend most of the time asking and listening.
- Determine what resources you will need in 2009 and what you want to raise. Make a budget- remember the bicycle!
- Determine in what ways your present and future donors can be involved in your work in addition to their financial support.
- Build your Case for Support. Share this with donors and ask for their opinion. Does this speak to you as a donor? Are we missing anything?
- Host a meeting of fundraising staff, executive director, key Board members to discuss how you can create a fundraising committee.
- Begin to craft out each person's fundraising roles and responsibilities.
- Begin a donor/prospect management grid

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