Gender Equity in Sport for Social Change

Workshop: 6 steps to building a strong fundraising program

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.
**Fundraising:**

*It’s all about the money!*

- True
- False

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**It’s about building relationships**

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Casablanca, May 2008
Fundraising is like

What are your main questions or concerns about fundraising?
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?

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
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

Casablanca, May 2008

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

Casablanca, May 2008
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

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?
### Donor management grid

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

### 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
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.

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