

Maximize Program Revenue: Start with a Plan

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Brief Description:

Secure funding keeps services flowing and the doors to justice open. We will explore strategies to build a more comprehensive fund development plan, discuss the unique challenges of fundraising outside a major urban area, look at fund development in new ways, and identify new sources of inspiration and partnership

Topical Outline:

Fundraising is a shared responsibility. Board members, volunteers and all staff should be involved in the planning and implementation of fundraising activities, particularly in small programs. Fund development goes hand in hand with your program plan. The organization that puts all its energy into issues but neglects to provide a strong financial foundation cannot exist in today's economy. Program services provide the focus for fundraising efforts.

I. Identify fundraising goals.

You need to know where you want to go before you can successfully arrive.

- a. Do you want to maintain current programs?
- b. Do you need to fund new programs/activities?
- c. Do you want to increase unrestricted revenue?
- d. Are you willing to make an investment in an activity that promises future revenue?
- e. Do you want to find new funding sources? (grant/foundation/court/other partner)
- f. Do you want to increase your individual donor base?

II. Consider assets.

Think broadly about your current assets. Include board members, staff and volunteers in brainstorming to build your asset list. Who knows who?

- a. Does a board member own a restaurant, bowling alley, or hot air balloon company?
- b. Does a staff member play in a musical group?
- c. Is a local judge or politician willing to hold a reception at their home?
- d. Has your program had a high profile case in the news that could be showcased at a special reception?
- e. Do you know business owners who might donate items for a raffle?
- f. Do you have a strong corps of volunteers willing to sell raffle tickets?

III. Diversify strategies.

It's never wise to put all your eggs in the same basket. A variety of strategies can be developed to appeal to various segments of your community. Some strategies require personal knowledge of the prospect, others do not. Some strategies are perfect for gaining publicity or building a sense of community rather than raising lots of money. These strategies are important and will lead to money from sources you may not have had access to otherwise. Investment strategies should be a part of the plan.

- a. E-philanthropy
- b. Events (phone-a-thon, golf tournament, talent show, awards dinner, wine tasting,)
- c. Targeted Campaigns
- d. Direct Mail
- e. Major Donor
- f. Planned Giving
- g. Recurring Gifts
- f. Training events

IV. Think creatively.

Money comes from many sources. Be creative about how and where you look for it. What "products" do you have to sell? Who will benefit from your services (other than the clients)? Can you design a productive partnership? Never underestimate the value of camaraderie and fun packaged with a worthy cause. Provide lots of volunteer opportunities.

V. Timing

Schedule at least one income generating activity each quarter to keep the cash flowing. Spacing out the work will support greater productivity and less burn-out. A year round fundraising culture will be established ~ eliminating crisis mentality. Take advantage of local custom and weather to schedule events.

VI. The Plan (see sample)

The roadmap to success! If you fail to plan, you plan to fail.

- a. Administration
 - i. database management
 - ii. information tracking and compilation
 - iii. financial information tracking & reporting
 - iv. e-philanthropy/web page management
- b. Budget

You have to spend money to make money ~ don't scrimp on direct mail printing costs or database software. Get multiple bids. Donated goods can be a lifesaver but they can also be much more trouble than they are worth. Be careful. Budget travel costs for training conferences and program officer visits. Large events should have their own separate budgets.

- c. Activities/Events
 - i. Golf Tournament
 - ii. Recognition/Awards Dinner
 - iii. Phone-a-Thon
 - iv. Talent Show
 - v. Training events
 - vi. Human Race
- d. Campaigns
 - i. Law firm
 - ii. Corporate
 - iii. Individual Lawyers
 - iv. Clients
 - v. Public
- e. Grants/Contracts
- f. Partnerships
- g. Marketing
 - i. Annual report
 - ii. Newsletter (send to volunteers, donors, prospects, affiliate organizations)
 - iii. Brochures
 - iv. Media (op-ed, press releases, letters to the editor, news conference)

VII. Available Resources.

- a. People
 - i. Staff of affiliate organizations
 - ii. Legal services colleagues
 - iii. Consultants
- b. Publications
 - i. Grassroots Fundraising Journal
 - ii. MIE Journal
 - iii. NLADA Advocacy Funding Fact\$
- c. Web sites
 - i. See following list
- d. Government
- e. Local organizations
 - i. United Way
 - ii. Community Foundations
 - iii. Coalitions
- f. National/Regional Organizations
 - i. Association of Fundraising Professionals
 - ii. MIE ~ Management Information Exchange
(Annual Fundraising Conference)

Website Links:

4agoodcause <http://www.4agoodcause.com>

A secure e-commerce system for nonprofit organizations.

4charity <http://www.4charity.com>

4charity provides tools and services for nonprofits to support online fundraising, donor and volunteer management, event registration and communications. The tools are integrated into customers[radical] websites and may be purchased separately or as a suite. 4charity also provides Internet consulting services for web design and development of customized web-based solutions. 4charity[radical]s customers may participate in the 4Charity Mall. 100% of all donations and money raised through affinity shopping is given to the charity.

Blackbaud <http://www.blackbaud.com>

Publisher of The Raiser's Edge desktop software. Offers RE:NetSolutions, a platform of e-services, including online giving, e-mail campaigns, directory publishing and event registration. RE:NetDonors, which enables nonprofits to implement a secure donation page on their Web sites, is the core offering in the RE:NetSolutions suite. Register for Free newsletter Fundraising Well

Charitychannel <http://Charitychannel.com>

Forum discussion lists on every topic associated with nonprofit resource development and operations, updated news links, book reviews, interviews, job postings, consultant listings, and product/services listing. Voluntary fee of \$24/year or \$18 /6months.

CharityFinders <http://charityfinders.com>

Create a world-class website quickly & easily; Accept online donations of cash, non-cash items, investments & planned gifts; Recruit volunteers & staff; Communicate using e-newsletters & e-mail lists; Receive unparalleled support & consulting and more.

eTapestry <http://www.etapestry.com/>

eTapestry is a complete fundraising and donor management system that is run over the Internet. With access from any Internet connection, complete communications capabilities, and all maintenance and backups handled by eTapestry, it offers solutions for organizations of all types and sizes. Offers in cooperation with Sentient.

ePhilanthropy Foundation <http://www.ephilanthropy.org>

Promotes ethical use of the Internet for philanthropic purposes, offers lots of good online resources.

Federal Grants <http://www.fedgrants.gov>

Subscribe to daily email announcements of federal government grants based on categories you specify.

Get it Write <http://getitwriteonline.com>

Short and easy-to-understand writing tips with plenty of examples. Avoid common mistakes and clarify your writing. Subscription services and archives available.

GiveForChange <http://www.giveforchange.com/>

GiveForChange.com gives people an easy way to make online donations to causes they care about. There are over 280 groups on the site in 11 different categories, including the environment, children & family, human rights and economic justice. GiveForChange.com is responding to the needs of nonprofit groups to develop new, lower-cost alternatives to expensive fundraising events or direct mail campaigns. It also puts smaller, lesser-known nonprofits on an equal footing with larger nonprofits, allowing all the same exposure and fundraising opportunities.

GRANTS.GOV <http://www.grants.gov>

Grants.gov allows organizations to electronically find and apply for competitive grant opportunities from all Federal grant agencies. It is the single access point for over 900 grant programs offered by the 26 grant making agencies.

GrantsNet <http://www.hhs.gov/grantsnet>

Everything you need to know about grants from the U.S. Department of Health and Human Services including funding opportunities, applications, FAQ's, and lots of technical assistance.

Grassroots <http://www.grassroots.org>

Grassroots.org is a 501c3 that is looking to change the world slowly but surely via the Internet at local, national, and international levels. We serve other non-profits and information consumers worldwide and provide free Internet business services to charities, including full-featured web hosting and email services

Grassroots Fundraising Journal <http://www.grassrootsfundraising.org>

Practical tips and tools to help you raise money for your organization. (One of the BEST sites)

Groundspring <http://www.groundspring.org>

(Formerly eGrants.) Groundspring.org is a nonprofit organization created by Tides Foundation in 1999 to help nonprofit groups use the Internet effectively to increase resources for positive social change and environmental sustainability. We provide online fundraising and email messaging services for nonprofits, and have helped nonprofits raise more than \$6 million with the Internet. Download your free Online Fundraising Handbook at <http://www.groundspring.org/gfj>.

Guidestar <http://www.guidestar.org>

Connecting people with nonprofit information since 1994, GuideStar offers basic, in-depth, and customized data services on more than 1 million U.S. nonprofits. Choose the level of information that's right for you.

Internet Nonprofit Center <http://www.nonprofits.org/npofaq/>

A TON of information for and about nonprofits.

IRS<http://www.irs.gov/charities>

Tax information for charities and other nonprofits. News, articles & forms.

MakeADonation.com<http://www.makeadonation.com>

Provides charities and non-profits with a fast, easy and secure way of accepting donations over the Internet. Through MakeaDonation.com, your organization can begin accepting donations through your own web site in less than one week. No software to purchase, no initial investment and setup is free. Fees are based on transaction volume, not a percentage of amounts.

Management Information Exchange<http://www.m-i-e.org>

Great for sample proposals, development planning, private bar campaigns, LSC grants & more. Go to MIE Library Topics, fundraising documents

Network for Good<http://www.networkforgood.org/>

An extension of Helping.org, the Network for Good is a comprehensive website for nonprofits and people interested in nonprofits and their work. It includes a facility that allows any nonprofit listed in the Guidestar database (see <http://www.guidestar.org>) to accept donations online at no cost (the credit-card processing fees and other charges are absorbed by the sponsors of the site). The learn how to use this service, see <http://www.networkforgood.org//npo/fundraising/donations/>

Npower<http://www.npower.org>

A growing network of independent, locally based nonprofits dedicated to putting technology know how in the hands of nonprofits. Great resources.

PledgeMaker<http://www.pledgemaker.com/pmol/PMOL.htm>

An online version of a fundraising software system.

PledgePage<http://www.pledgepage.com/>

"PledgePage allows individuals and organizations to easily and quickly create free fundraising websites. Users can track statistics about their fundraising efforts, manage their outreach activities with email and contact management tools, post photos and diary entries, maintain a guestbook, and customize their site's look-and-feel. PledgePage has proven especially popular with individuals participating in personal fundraising challenges like the Avon Breast Cancer 3-Day walks or the Leukemia-Lymphoma Society's Team in Training marathons." A free service.

CharityFocus (<http://www.charityfocus.org>), a service that links volunteer web designers with nonprofits, took over operation of PledgePage from its founders in early April 2002. The URL <http://www.pledgepage.org> also works.

Sample Fund Development Plan

Strategy	Action Steps	Who	When	Budget
1. Equal Justice Campaign Law Firm Solicitation Goal: \$15,000	a. develop campaign theme b. identify target firms c. prepare campaign materials/training d. visit selected firms	board & staff board staff board	February March April May & June	\$400
2. Equal Justice Campaign Individual Solicitation (Phone-a-Thon & mail) Goal: \$35,000	a. update solicitation materials b. advertise Phone-a-Thon/recruit callers c. conduct Phone-a-Thon d. mail year end appeal	staff staff & cm't staff & cm't staff	September October November late Nov.	\$1,500 \$500
3. Equal Justice Campaign Corporate Solicitation Goal: \$5,000	a. identify target corporations b. prepare & mail campaign materials c. prepare & submit donation requests as opportunities arise.	board & staff staff staff	March April on-going	\$100
4. Special Events Golf Classic Goal: \$60,000	a. recruit planning Committee/confirm site b. secure sponsors & donors c. distribute marketing materials d. recruit players e. hold Classic	board & staff Committee staff staff/Cm't/BD staff/Cm't	Jan/Feb March-Aug May June/Aug Sept.	\$10,000 \$8,000
5. Special Events Lawyers with Heart Goal: \$15,000	a. recruit planning Committee/confirm site b. recruit performers/food & wine donations c. distribute marketing materials d. hold event	board & staff Committee staff staff & Cm't	November Nov/Dec Dec/Jan February	\$500 \$1,000
6. Training Family Law Seminar Goal: \$5,000	a. recruit planning Committee/confirm site b. develop agenda c. develop materials/distribute marketing materials d. hold seminar	board & staff Committee staff staff & Cm't	October November Dec - Feb March	\$500 \$3,000
7. Grants IOLTA County Welfare to Work United Way Community Foundation Court - Small Claims Goal: \$275,000	submit application - \$30,000 submit application - \$150,000 submit application - 25,000 submit application - \$50,000 submit application - \$20,000	staff staff staff staff staff	February 1 April July October June	
8. Other Bar Dues check-off Service Fees United Way Camp. Miscellaneous gifts Goal: \$10,000	record donations/send thank you - \$5,000 collect & process - \$1,000 collect & process - \$2,500 collect & process - \$1,500	staff staff staff staff	winter on-going quarterly on-going	

2005 Fundraising Goal: \$420,000