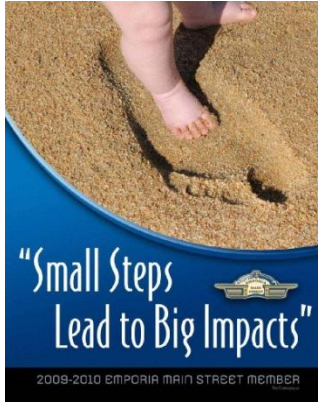


Fundraising 202

Misconceptions, Techniques & Strategies



Once you have developed your story for your business or organization, the next step is to formulate your fundraising plan. Are you starting a new venture, raising funds for a bricks and mortar project or seeking an endowment to secure your organizations welfare over the long term? Your goals will determine some of your direction, but there are some basic rules and common pitfalls most people should be made aware of.

What is the number one reason people don't give to a cause?- They are never asked... Communication is key to developing a relationship with a prospective donor or funding option.

Communication and education before, during and after an ask can facilitate gift giving on a more consistent basis.

There are three types of communication in the fundraising world: Cultivation, Solicitation and Stewardship. Cultivation is an education process; think of it like dating in the sense that you are getting to know someone. Solicitation is the actual "ask" and it is typical to seek an increase in donor contributions from existing donors, but understand that these "asks" are different from a traditional business transaction. Stewardship is a process of thanking individuals while making them aware of how you are utilizing their contributions.

Three common fundraising goals are: Annual, Capital and Endowment. Annual fundraising helps keep your business or organization afloat, and is the most important type of fundraising. If you can't meet your annual obligations, then having a capital campaign for a larger project could put your organization in a difficult spot. Endowments help groups avoid financial insatiability, and when they aren't over restrictive, can provide a steady source of income. Capital campaigns typically involve fundraising for a larger visible project and contain feasibility, quiet and public stages.

During a campaign, you want to collect information that aids in your cultivation, solicitation and stewardship of donors. Three industry leaders in donor databases are: www.blackbaud.com , www.donorperfect.com , and www.etapestry.com .

Realize that most of your donors will be individuals. People often expect foundations or businesses to make up the bulk of their donations, but that's just not the case in most instances. Because you need to ask individuals for funding, it's always a good idea to know what levels of funding you need. A tool like www.GiftRangeCalculator.com can help you develop donor levels.

Perseverance is key. When seeking funding, there will undoubtedly be highs and lows. The most important thing is to believe in what you are doing and continue to push

forward. For every "yes" you get during a campaign, most industry experts agree you will receive four "no's". Try not to get frustrated, and move forward with your goals!



Fundraising is a complex topic (more complex than can be fully explained in a few newsletter articles), but the Emporia Main Street office has additional information you can utilize to achieve your fundraising goals. Simply stop by the office and check out additional fundraising information from our resource library. This information was obtained through a Kansas Main Street Quarterly training- utilizing information from Marc A Pitman www.fundraisingcoach.com .

[For past editions of the Emporia Main Street E-News, check out our E-News archives by clicking HERE.](#)

Back to home page: www.emporiainstreet.com