



NONPROFIT SOLUTIONS

Better Fundraising. Better Results.

**CAPITAL CAMPAIGNS – NOT JUST
FOR BUILDINGS ANYMORE**

FAIRY TALES FOR BOARD MEMBERS

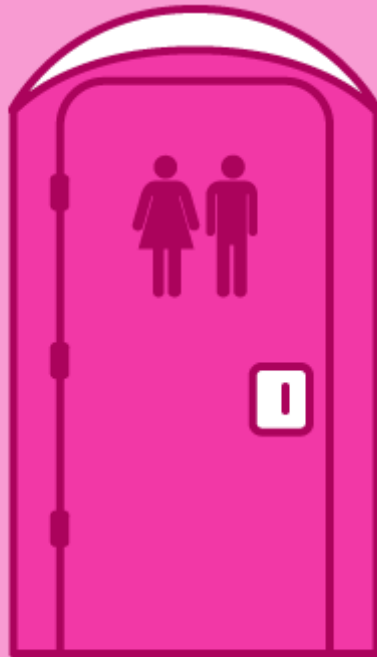


Annual Fund vs. Campaign

- Usually based on 1 year funding
 - Focused on current needs
 - Transactional donors and 3 G's
 - Strategic plan developed and used internally
 - Grants, mass appeals with deficit goal
 - Tends to be restricted funding for specific needs
- Provides funding for 3-5 years
 - Creates excitement about future
 - Engages Investors in outcomes
 - Plan created with major donor input for external use
 - Major Gifts driven
 - Seeks unallocated funding for growth

FUNDRAISING CHALLENGE:

Potty for a Purpose



- **Rent a port-a-potty** (preferably a pink one!) and set it up at a local outdoor event where there will be lots of people, such as a parade, festival or concert.
- Ask guests for a **\$1 donation** to use the facilities.
- Folks will appreciate avoiding the lines and messes of the more heavily-trafficked commodes.

susan g. komen
3-DAY.

Presented by
Bank of America



| Asking Rights™ |

Compelling Mission

Compelling Need &
Sense of Urgency

Effective Plan to
Meet the Need

Organizational
Effectiveness &
Fundraising Strength

Constituency has
Adequate Financial
Resources

Potential
Campaign Leaders
are Available,
Interested, &
Committed



IS THIS YOUR CASE FOR SUPPORT?

**We have to serve more so
we need you to give more**



**WHAT PROBLEM ARE YOU
TRYING TO SOLVE?**



HOW
WILL THIS
PERSON'S
LIFE
CHANGE?

WHY NOW?

Why does this need to happen now and what will happen if it doesn't

WHAT'S THE PLAN?

Be Specific

Housing

- ✿ House 100 Veterans
- ✿ End homelessness for families in a certain zip code
- ✿ Ensure every chronically homeless person in downtown has been assessed and is in the database

Domestic Violence

- ✿ Ensure every survivor has contact with an advocate when they call 911
- ✿ Increase successful injunction outcomes by 20%
- ✿ Rapidly rehouse 50 families within 6 months

YOUR OUTCOMES

Why are they important to me?

Ask yourself?

- Why do we provide services?
- What do those we help hope will change?
- What does the community expect to happen?
- Are we delivering what people expect?
- How can we show them that impact and how it effects them?

Why does the banker care?

- About pregnant teens?
- About getting the homeless off the streets?
- About after school programming?

About your mission?



WHO WILL LEAD?

WHO'S GOING TO ASK?

Do you expect your
board to ask?

Can your development
staff ask?

Do you have the right people on the bus and in the right seats?



Community Relations

- Focuses on raising awareness
- Attends events on behalf of agency
- Focuses on “successful events” and numbers of attendees
- Sends out letters and follows up with thank you note without plan for next step
- Tends to struggle with data entry

Development closer

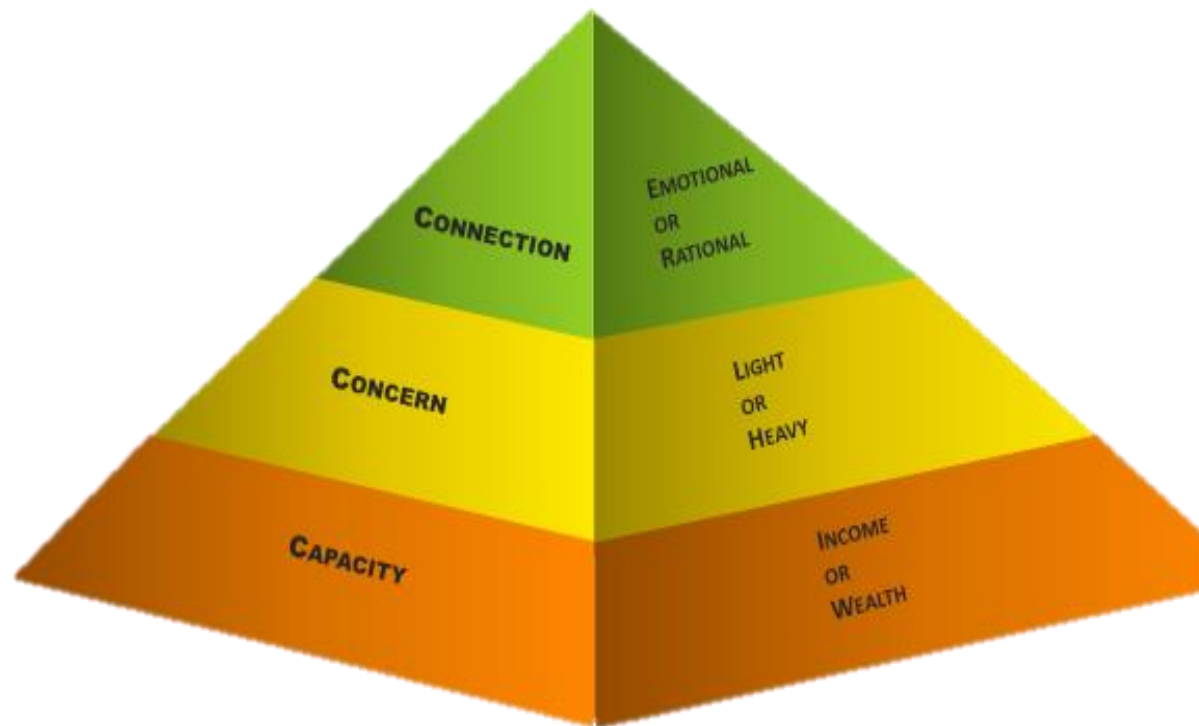
- Focuses on matching investors with outcomes of the organization
- Develops a strategy to cultivate and engage the prospect
- Spends time one on one with prospects to get to know their interests and goals for philanthropy
- Takes lots of notes and uses CRM effectively as a tool

WHO ARE YOU GOING
TO ASK?

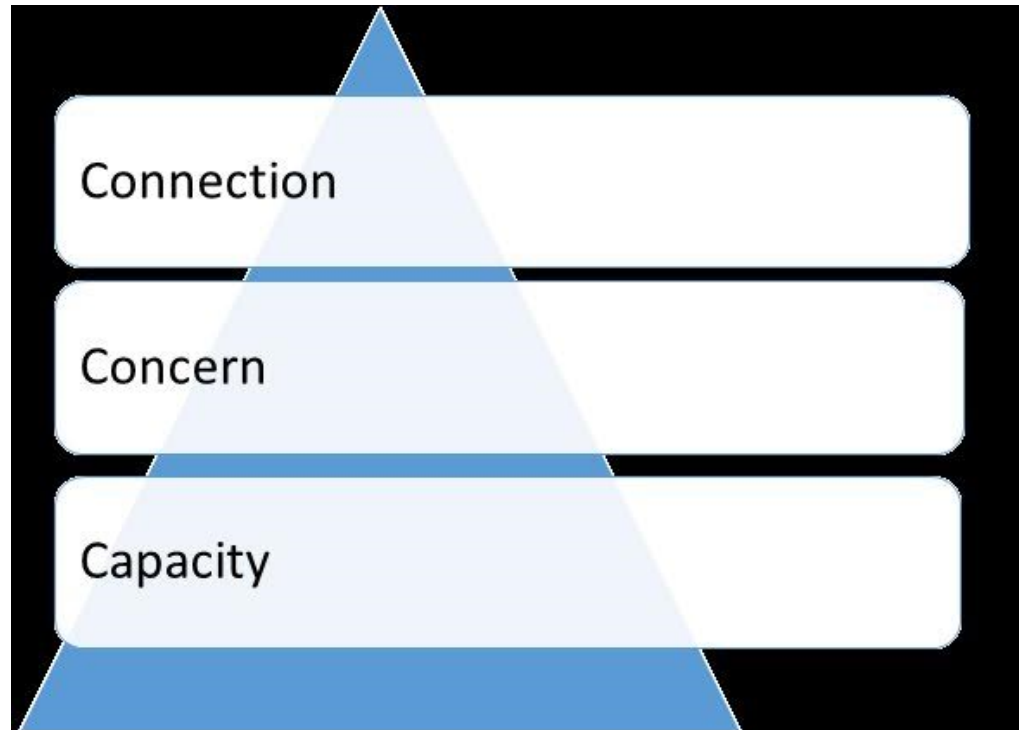
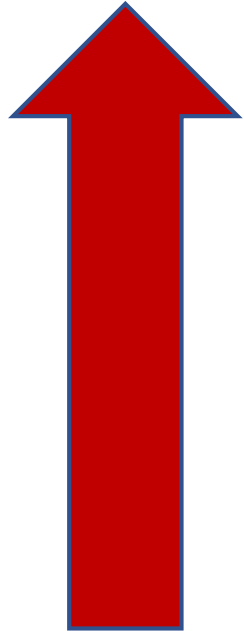
Who is a prospect?



Understanding who is a prospect




Goal of Campaign



Is this important to me?



Will my money make a difference?



Can I trust them?

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