

Resource Development/Fundraising

Think of fundraising as an opportunity to share your passion about your organization with others you know. Successful fundraising is built on the infectious enthusiasm of a few dedicated volunteers and board members who can show their acquaintances that a gift to your organization will not only benefit the community, but also the donor.

Fundraising takes time, organizational skills and commitment. It is a continuous process. People give to people. Fundraising is about “friend-raising,” enabling people to feel such a part of your organization that they feel a sense of “ownership.” With ownership, comes a sense of responsibility for the organization’s financial success.

Process Worksheet 1.6 – Basic Principles of Fundraising

Prospects: Who will contribute?

- A. **People who already contribute to your organization** – Ask people who are already connected to your organization and your work to consider increasing their level of support, or to make a special larger donation for a particular project or program.
- B. **Your audience** – Invite the people who attend and support your events to consider sponsorship of your organization through donations.
- C. **People who contribute to other arts and cultural organizations in your community** – They understand, appreciate and support community service.
- D. **People with a personal or professional interest in the arts and culture and quality of life.**
- E. **Retired people** – People who are retired often find the time to rekindle an interest in the arts and culture, and contribute to worthy organizations. Potential for planned giving? (planned giving is when a person provides for an organization in their will).
- F. **Civic groups, service clubs, business and professional associations** – Many groups have an annual budget for donations.
- G. **Corporations and Businesses** that are in your community – Start with locally owned or managed businesses. Work through local sales and service representatives to solicit contributions from larger corporations headquartered elsewhere. Your organization is good for the local economy and improves public relations in the corporation’s market area.
- H. **Foundations** – Some community and family foundations fund cultural activities and cultural development projects.

Process Worksheet 1.7 – Potential Donor Research Worksheet

The Fundraising Message:

Everyone who is involved in soliciting funds for your organization must understand the goals and objectives of the organization and for the funds you are trying to raise. Answer the following questions before you ask for money:

- Are you asking for funding for your general operations or for specific programs and projects?
- Is the financial support needed immediately or over a longer term?
- Are there a variety of options for contributors? Large donors and small?

The answers to these and other fundraising questions can be found in your organizational plan and budget.

Give potential donors the opportunity to say “no”. In other words, you never know until you ask someone what their response will be.

In-Kind Support:

Any good or service that is donated to you that you would typically have to pay for.