

# *Fundraising 101 for the Small Grassroots Organization*

## INTRO

- ❖ In 30 minutes, I hope to plant seeds for thought
- ❖ [Jan.Beckwith@comcast.net](mailto:Jan.Beckwith@comcast.net)
- ❖ The first word on fundraising is *ATTITUDE*
- ❖ What is special about you?

## WHAT IS "SMALL"?

- ❖ Annual Budget < \$150K
- ❖ Fewer than 100 volunteers
- ❖ 5-10 town "territory"



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## WHY SMALL IS GOOD!!

- ❖ Grassroots campaigns have a "home court" advantage with the general public
- ❖ Individuals donate 86-88% to charities; 7-10% comes from foundations; 4-6% from corporations
- ❖ Overhead is low, less goes farther
- ❖ Greater flexibility to change or drop events
- ❖ Free exposure is easy and effective, don't spend a dime!
  - Public Service Announcements
  - Articles in local newspapers and on radio
  - Cable TV
  - posters and flyers distributed by volunteers



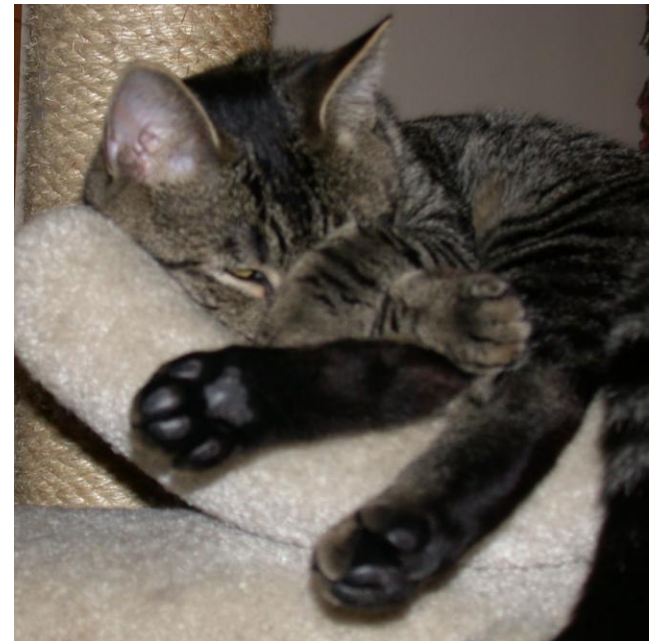
# *Fundraising 101 for the Small Grassroots Organization*

## STRATEGIES FOR DEVELOPING A FUNDRAISING PLAN

- ❖ Don't wing it! Creating a plan for your group is essential.
- ❖ Use your budget as your guide: what did you do last year and what did it cost?

- ❖ Sample:

Feral Cat TNR	\$30,000
Adoption Program	12,000
Catastrophic Illness	5,750
Newsletter Mailing	4,000
Literature Printing	2,800
Phone, Insurance	2,500
Travel	2,200
Web Site	2,150
Foster Home Support	2,000
Misc Expense	<u>1,200</u>
TOTAL BUDGET	\$64,600



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## STRATEGIES FOR DEVELOPING A FUNDRAISING PLAN, cont'd

- ❖ What worked last year, what didn't? Doesn't any amount of \$\$ = success? It all starts with volunteers, don't take their time lightly
- ❖ One rule of thumb, \$16.54 per hour
- ❖ So you know how much you need and/or what's worked before, but
  - Ⓢ You're not sure you can count on it again, or
  - Ⓢ You just spend up to what comes your way, or
  - Ⓢ You have no past and are just starting out



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## STRATEGIES FOR DEVELOPING A FUNDRAISING PLAN, cont'd

❖ So what's next? 2 key strategies to pave your way...

① Promote yourself! You've walked the walk, now talk the talk.

- Generate a flyer to toot your horn
- Write a regular column in a local paper and plug your group
- Find your local cable TV station and tape a segment relevant to an upcoming season or event

① Create a mailing list and mail your stories out monthly

- "Unless you tell people about your mission, they won't care.
- Unless you invite people to support you, they won't give you any money.
- Unless you remind people that you exist, even your initial contributors will forget about you.
- Unless you tell people how you spent their money to **MAKE A DIFFERENCE**, they will not want to give you any more.
- If you don't specifically ask people for more money, you won't get it."

-- Linda Wright



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## STRATEGIES FOR DEVELOPING A FUNDRAISING PLAN, cont'd

@ One footnote, some practices that can go a long way:

- Ask for a fair fee for adoptions, don't just "cover your costs"
- Ask your veterinarians for discounted rates for their goods and services, based on volume you bring to their clinic and potential business from adopters
- If you host a spay/neuter clinic yourselves, find out if you can cover the cost of the distemper vaccines, Frontline or Accarex and realize the fee as a mini-fundraiser, to cover your admin costs
- When you help the public directly, explain what your costs are and ask for help if not in money, in "in-kind" donations
- And always ask if they'd like to join and volunteer too!



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## STRATEGIES FOR DEVELOPING A FUNDRAISING PLAN, cont'd

- ❖ Now you're ready to plan your campaign, so call a meeting! Key factors to assess are:
  - Ⓢ how many volunteers do you have who will lead, how many will participate? How often can they do so over the course of your planning period?
  - Ⓢ what are their strengths and talents?
  - Ⓢ does the fundraiser have some link or at least no opposition to the your organization's goals or mission?
  
- ❖ Make a list of events, assessing the time and money needed to hold each one within your budget and your volunteers' schedules and preferences. Here are some medium sized events to get your creative juices flowing...



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**HOW TO GET YOUR PAWS ON MORE MONEY:** few volunteers, lots of promotion

- ❖ Community Based Collection Events
  - Ⓢ cans, bottles
  - Ⓢ cell phones ([www.wirelessfundraiser.com](http://www.wirelessfundraiser.com))
  - Ⓢ printer cartridges
  - Ⓢ coin canisters and pet food
  
- ❖ Tried and True One-Day Events
  - Ⓢ Garage/Yard Sale
  - Ⓢ Bake Sale
  - Ⓢ Flowers/Perennials Sale
  - Ⓢ Silent Auction
  - Ⓢ Booths at town sponsored sidewalk days
  
- ❖ Door-to-Door or Web Site based selling, (\$\$ upfront)
  - Ⓢ Calendars
  - Ⓢ Cookbooks
  - Ⓢ Raffle
  
- ❖ Affiliate Programs - no maintenance, just sign up!
  - Ⓢ [iGive.com](http://iGive.com)
  - Ⓢ [www.petco.com/affiliates](http://www.petco.com/affiliates)
  - Ⓢ [www.jefferspet.com/ssc/affiliate](http://www.jefferspet.com/ssc/affiliate)
  - Ⓢ [www.entirelypets.com/cj.html](http://www.entirelypets.com/cj.html)
  - Ⓢ [www.onlynaturalpet.com/affiliate\\_info.asp](http://www.onlynaturalpet.com/affiliate_info.asp)
  - Ⓢ [www.1800petmeds.com/affiliateprogram](http://www.1800petmeds.com/affiliateprogram)
  - Ⓢ [www.animalden.com/affiliate.html](http://www.animalden.com/affiliate.html)





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HOW TO GET YOUR PAWS ON MORE MONEY: more volunteers, lots of promotion

- ❖ Holiday Oriented - special spin on a standard fundraiser
  - @ Gift wrapping service
  - @ wreath/Christmas tree sales
  - @ Mother's Day Bake and Flower Sale
  - @ Easter Egg hunt and chocolate bunny sale
  - @ Pictures taken with Santa or the Easter Bunny (with your pet!)
  
- ❖ Feed 'em - great opportunity to partner, low rent, borrowed help!
  - @ spaghetti supper at the local church
  - @ ice cream social at the local dairy bar
  - @ strawberry festival at the firehouse
  - @ pancake breakfast at the VFW
  - @ "death by chocolate" at town hall
  - @ clam bake/BBQ at the town "beach"
  
- ❖ Service Oriented Events - single day or continuous
  - @ Grooming/dog washing
  - @ Car wash
  - @ Yard clean up
  - @ Pet Sitting
  - @ Pet Taxi

