



Fundraising with Gusto!

Marjorie Fine's presentation is available at: <http://flhousing.org/2011-conference-presentations>



by Lisa Hoffmeyer

The folks who attended the Fundraising Caucus at the Conference were treated to an energetic and informative presentation by Marjorie Fine, Director of the Linchpin Campaign. Fine consults with funders to strengthen their grantees' fundraising and assists organizations to build a strong major donor program.

Here are some valuable tips Fine shared during the Caucus.

When asked why he robbed banks, Jesse James reportedly answered "Because that's where the money is!"

Why focus most of your fundraising efforts toward individuals and households?? *Because that's where the money is!* Individual donors



Marjorie Fine says everyone is a fundraiser.

account for 73% of donations to nonprofit organizations. Compare this with 13% from Funders, 4% from Corporations and 18% from Bequests; it is clear that targeting individual donors is where you want to

focus much of your fundraising efforts.

Fine offered several ways to find very generous donors:

Start inside. Find prospective major donors whose purpose matches yours by asking these questions:

- Who demonstrates they value your work by coming to your events or asking you questions about your organization?
- Whose giving patterns suggests they are "givers" and may give to your organization?
- Who knows, loves or supports you, and is open to extending that relationship to include supporting your organization?

Set priorities as you build your potential donor list, start with people with whom you have the closest relationship.

- Organization members, staff and volunteers
- Board members
 - ALL Board members should give!!
- Family and friends
 - Your goal is to build a relationship that is not just based on individual loyalty, but a relationship with your organization.
- Business contacts
 - Include vendors that do business with your organization
 - Approach the business owner to donate on their own behalf and the business as a whole
 - Businesses you patronize personally
- Former board members, staff and community allies
 - They supported you at one time, and likely will again
- Builders
 - All who benefit from developing affordable housing
- Social organizations
 - Fraternities/Sororities
 - Jack and Jill clubs
 - Meet Up groups
 - Chambers of Commerce
 - Places of worship
 - Alumni
 - Professional networks
 - Local civic groups
- Union / Trade Organizations
- Socially responsible investment professionals
- Local politicians
- Current donors
 - Ask about increasing their contribution
 - Ask for names of new contacts

Remember, your fundraising work is just as important as your housing work. By trying a few of these suggestions you are sure to add many generous donors to your database.

Happy Fundraising! HNN