



Fundraising Resources & Tips

Free or inexpensive education and tips to increase engagement, reach, volunteers, and donations for your organization

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Why Even Fundraise, Anyway?



- It's not just about the money, it's also about the engagement
- Your supporters WANT to help you because they are passionate about your mission and they want to make a difference
- You can build lasting relationships
- You are more visible in the community you serve
- Your supporters are your friends
- You are proving to your funders that you are resourceful and don't depend on only one income source

- You are more sustainable
- You can expand or enhance your projects, or even start a new one

Can fundraising be costly?

Yes.

MUST fundraising be costly?

NO.

Donor Rights and Our Responsibility



- It's important to treat your supporters the right way. What if you were in their shoes?
 - Make your specific ask. Donors can't help if they don't know how to help or what exactly you need. Don't beat around the bush or be vague.
 - Transparency – Financial, governance, reporting
 - Honesty with intentions
 - Respect of donor's personal data and information
 - Confidentiality
 - Use funding in accordance with your donor's wishes
 - Timely response
 - Heartfelt appreciation
 - Share results – both positive and negative

Donor Bill of Rights

Developed by the Association of Fundraising Professionals (AFP) and partners

<https://afpglobal.org/donor-bill-rights>

AFP Chapter: AFP Northeast Indiana

<https://www.afpnein.org>

Membership Dues: \$50 Annually

Donor Rights and Our Responsibility



Donor Bill of Rights (Opening Statement)

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

Full Rights Text Here: <https://afpglobal.org/donor-bill-rights>

Engagement Opportunities



Outreach Method	Relative Cost	Relative Barriers/Difficulty
Phone Call/Personal Outreach	1	1
PayPal Online Donations	1	1
Social Media	1	2
Grant Proposals	1	3
Local Media Outreach (TV, Newspaper)	1	3
Newsletter (Self-Published)	1	3
Volunteer Engagement	1	3
Website (Self-run)	1	4
Video Production (Self-made)	1	4
Email Marketing	2	3

Outreach Method	Relative Cost	Relative Barriers/Difficulty
Direct Mail (In-House with Local Printing)	2	4
Networking Events	3	1
Paid Donations Platform	3	2
Newsletter (Outsourced)	3	2
Website (Outsourced)	4	1
Video Production (Outsourced)	4	1
Direct Mail (Outsourced)	4	2
Dedicated Paid Staff Member - Donor relations	5	3
Large Fundraising Events	5	5

Pledge



<https://pledge.to>

FREE for nonprofit organizations

- Donation Forms (Create donation forms that can embed into your website)
- Fundraiser Pages (Make custom online donation pages)
- Virtual and Hybrid Events (Fundraise via Zoom)
- Recurring Giving (Accept multiple payments, embed on website)
- Text to donate (Select custom keyword, accept multiple payments)

BombBomb



<https://bombbomb.com>

FREE for nonprofit organizations

- Send video messages and video emails for free.
- Paid plans normally begin at \$33 per month, but nonprofit organizations can have up to 3 users enrolled for free.



Zeffy



<https://zeffy.com>

FREE for nonprofit organizations

- Event tickets
- Donations
- Peer to peer campaigns
- eCommerce (online store)
- Memberships
- Donor management
- Raffles and Lotteries

Fundraising Education Online Sources



- Charity How-To
 - www.charityhowto.com
 - Contains free resources/webinars for social media, fundraising, grant writing, as well as a paid yearly subscription for premium webinars
- Network for Good
 - www.networkforgood.com
 - Donation software provider that also provides free blogs and webinars with fundraising education
- Nonprofit Learning Lab
 - www.nonprofitlearninglab.org
 - Free nonprofit webinars, job board, trainings, library
- NextAfter
 - www.nextafter.com/resources
 - Contains free resources/tools/ebooks for growing your nonprofit and fundraising
- Philanthropy Roundtable
 - www.philanthropyroundtable.org/news-stories
 - Current trends/news in the nonprofit sector
- Classy
 - www.classy.org/blog
 - Free nonprofit articles, webinars, and education

Local Groups and Networking



- Chambers of Commerce throughout northeast Indiana
- Association of Fundraising Professionals (AFP) www.afpnein.org
- Charitable Gift Planners of Northeast Indiana (CGPNI) www.cgpni.com
- County Community Foundation networking meetings/Lunch & Learn events
 - Check with your local foundation offices for more opportunities
- First Fridays Fort Wayne
 - www.firstfridaysfw.org
 - Leadership and growth network
 - Free Monthly meeting the first Friday of every month at the Lutheran Hospital Kachmann Auditorium, 8am-9am
 - Next Event Speaker: November 3, 2023 – Jim Johnson, Business Development Manager, Ciocca Cleaning and Restoration “The 3 ROIs of Leadership”

Fundraising and Food Insecurity Data Sources



- Giving USA
 - www.givingusa.org
 - Nationwide giving trends, annual report, paid subscription for full reports, most cited philanthropy resource and highly anticipated
- GuideStar
 - www.guidestar.org
 - Free account sign-up to view nonprofit and foundation 990 forms, and other nonprofit information that is publicly available
- Foundation Directory Online (FDO) (now Candid)
 - <https://fconline.foundationcenter.org>
 - Subscription grants research available free at the Allen County Public Library downtown
- Feeding America
 - www.feedingamerica.org/hunger-in-america
- USDA Economic Research Service
 - <https://www.ers.usda.gov/topics/food-nutrition-assistance/>
- United for ALICE
 - www.unitedforalice.org
 - ALICE = Asset Limited, Income Constrained, Employed