Finding Funding

Presented By
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Agenda

• Feasibility Study
• Multiple Streams of Income
• Leadership and Staff Resources
• To hire or not hire a consultant?
• Grants
• Corporate Giving
• Questions and Answers
FEASIBILITY STUDY
Step One: Plan

• What are the factors you will need to take into account before launching a study?
• Who should do it?
• Whom should you interview?
• How much will it cost?
• When is the best time to do it?
• What information should you discover from it?
What is a feasibility study?

- Market research technique to verify everything necessary for maximum success.
- Test the organization’s ability to handle fundraising.
- A look at the marketplace
- Thorough examination of the institution’s readiness to ask and the community’s willingness to give.
Questions to ask

• Who will contribute the largest gifts?
• How can we evaluate our potential for gathering gifts?
• What is our image in the community?
• Are there any leaders available?
• What are the potential problems?
Objectives

• To determine the organization’s campaign Goal
• To evaluate the strength of the campaign
• To identify potential major contributors
• To identify potential leaders
• To assess organizational image
• To develop a time line
Materials Needed

- Questionnaire
- An organization statement of need
- Donation range table
- Organizational chart
- Program planning chart
- Growth projections
- Project budget
Multiple Streams of Income: Identify the best way to raise funds
Personal Contributions

- Face to face solicitation
- Direct mail
- Telemarketing
- Door to door solicitation
- Online solicitation
- Matching gifts
- Planned giving
Grants

- Foundation grants
- Government grants
- Corporate sponsorship
Earned Income

- Special events
- Other fundraisers
- Cause related marketing
- Joint ventures
Who will lead the charge?
Board and Committee Involvement

- Selecting the right people
- Ownership of task
- Assist with identification of possible funders
- Relationship building
Staff Resources

- To hire or not to hire a consultant?
- Identification of staff available
- What if you are it?
To hire or not to hire a consultant?

• The Relationship
  – Mutual respect
  – Trust
  – Understanding of each other’s needs

• Challenges of the Relationship
  – Unrealistic
  – Misdirected
  – Unmet expectations

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So you want to hire a consultant.

- Understand your needs
- Develop a list of characteristics
- Assess your ability to be a good client
Communicating Air Quality and Communities in Motion Meeting

What to look for

• Experience
• Personality
• Self starter
• Ownership
• Leadership
• Where will the person work

• Understands task identification
• Trust/Confidence
• Evaluation Techniques
• Interest in your project

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Being a Good Client

- Stake in the project
- Financial Resources
- Makes the consultant feel welcome
- Provides ample resources
- Is responsive
- Is communicative
- Pays on time
Finding Grants
• Efficient
• Effective
• Essential
What do you need

- Clear Mission
- Defined budget
- Buy in by the board, staff, and community
- Communication mechanisms
- Programs contribute to meeting the mission
- Effective programs
- Understanding of the competition
- Diversified funding base

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The Grant

• One person
• Research
• Know what you want
• Talk to prospective funders
• Gain information

• Seek examples of funded projects
• Listen
• Give thanks
• Follow up
• Celebrate funders
Components of a Grant Proposal

- One page executive summary
- Mission statement
- Agency history
- Statement of need
- Detailed description of the project and expected results
- Method of evaluating the project
- Role played by volunteers
- Collaborative arrangements
- Detailed project budget
- Explanation of funding for the future
Characteristics of the Proposal

- Keep it simple, short, and easy to read
- Focus on the program and the need you will fill
- Ask for funding to perform a service
- Demonstrate ability to meet the goals

- Demonstrate possible duplication
- Be careful with attachments
- Include letters of support
- Document agreements with other agencies

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Corporate Sponsorship
• Knowledge, experience, and determination
• Position your organization as having value in the eyes of the business community
Why would a corporation sponsor your cause?

• Marketing the corporate name
• Positioning the corporation as a good citizen
• Ensuring that their employees have good communities to live in
• Positioning the company as responsible and responsive to the community in recruiting and retaining employees

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Where does the money come from?

- Centralized corporate foundations
- Local branches
- Public and community relations departments
- Marketing and special projects budgets

Be clear about which companies to approach and where within the company
Case Study

• Regional air quality program with a $700,000 budget 80% funded by Departments of Transportation.

• You have never raised more than $150,000 in corporate sponsorship funds.

• The DOTs are experiencing major cut backs in their budgets and are threatening to pull the funding.
How will you save the program?

• Research your business community
• Strategically assess your organization

Surround yourself with realistic individuals who understand the business community and the market and who are positive influences – not individuals who complain but do not offer any solutions.

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Research

• Brainstorm – staff, board, community groups, focus groups
• Generate lists – employers, companies, associations, known entities
• Narrow list to those companies the group will research
  – Funding Guidelines
  – Locations
  – Matching gift programs
  – Grantees
Assess Your Organization

• Value
  – Participants
  – Families
  – Employers
  – Small businesses

-Care about activities
-Interest in the population served
-Funded other institutions similar
-Benefit from alignment
Relationship Building

- Find the right person/department
- Uncover what they are interested in
- Be patient – it may take years
- Tailor all correspondence and ideas specifically to the company’s needs – without straying from mission
Questions and Answers

Source: Secrets of Successful Fundraising, Carol Weisman