

EFFECTIVE FUND RAISING – TECHNIQUES AND CHALLENGES

Start Out

- Relationship between Andrus, ECI and Neighborhood Circles
- Started running Circles in 2002 – since we've run 10 circles
- Grants – 9/11 need to heal and bring communities together
- Ultimately – Federal Earmark by Nita Lowey

Building relationships with fundraisers

- ALWAYS tailor the “ask”
- ALWAYS keep everyone informed of what you're doing
- YOU are the representative – be positive, excited, engaged
- FRAME it so that they see the potential for themselves – something different, unique, powerful, reaches a hard to reach community

Fund Raising Strategies

- Tailor the Ask
- Be Shameless
- Self – Promote
- Make friends with the media
- Cast a wide net
- Public and Private dollars

Why Fundraising is important

- Pay the facilitators
- Provide dinner
- Provide child care
- Provide a stipend for the project – helps to facilitate the outcome – You have something tangible that you can point to and say we did this – give us more money and we can do more

Biggest Challenge

- How do you keep it going?
- How do get people to fund a conversation?

What do funders look for?

- Relationship
- Visibility and Acknowledgement
- Impact and Results
- Hot Topic issues

What is a donation?

- Recognize everything with thank you notes, certificates, and personal visits
- In-kind – space, thoughts, energy, time, food