



Promising Practice Application to Publish

Title of the Practice: Fundraising Strategies for People Who Hate Fundraising

Select a Category (*These areas are reviewed in most accreditation processes.*)

Program Administration

Program Status Prior to Implementing Practice (*100 word max*)

As the Executive Director with a background in youth work, I had no idea how to fundraise, and organizationally we were cobbling things together as best we could. Fundraisers were more loosely organized and less targeted. Communications were not well thought through from the perspective of a donor. Donor development work was limited to prior relationships the Executive Director had built.

Description of Practice (*300 word max*)

1. Don't assume people know what you need. I take a deep breath and remind myself, "It never hurts to ask." This applies to money as well as volunteers, in-kind donations, and partnerships.
2. Put "tangibles" to donation amounts. We broke down our expenses to \$40 per month per student in our programs. Therefore, a gift of \$40 has a tangible impact that people can embrace. We also multiply this out to larger gifts.
3. Compare apples to apples. We then take the figure of \$40 a month and compare it to other costs we have researched; for example, nearly \$4,000 for one month of juvenile lock-up.
4. "People don't want a drill, they want a hole." Quite simply, we don't just talk about our programs, we talk about their impact in measurable ways. We do this with both statistics and stories.
5. Focus on inspiration, not condemnation. We help people understand not just the needs, but why our program can help. If someone writes a check out of guilt, it is probably a one-time gift. Someone who is inspired will give as often as they can.
6. Put yourself in the shoes of your potential donor: Do they know how to give? Do they know what their gift will accomplish? Do they know how much to give? We realized that WE knew these things about our organizations, but our donors may not have. When someone has the urge to give to SCYM, we want to make it easy for them to do so.
7. Help connect people in non-monetary ways to what you do. Are there small volunteer opportunities that they could take on? Can you invite them personally to visit a program or event? These opportunities help make "deposits" with your donors, so that you are not only talking with them when you've got your hand out.
8. Consider partnering with another like-minded organization with different strengths. We joined hands with Springfield Young Life in April to bring Springfield "The World's Largest Donut Hole Fight." SCYM brought the planning and marketing component to the event, while YL brought their network of volunteers and kids and the much-needed element of fun.

9. If you want people to bleed, you've got to hemorrhage: The only way for people to catch my passion is if I ooze it. In all likelihood, no one will care about our programs as deeply as we or our staff (paid and volunteer) do. But to build passion in others we've got to intentionally share it.
10. Find board members who don't mind asking! My best "asking" board members have been people with a sales background. Make sure that your board is not entirely composed of people just like you.
11. In all things, integrity. We try hard not to make our program sound better than it is. We don't "round up" numbers. We share failures as well as successes.

Evidence of Impact/ Results

Over the past four years, average giving at our Spring Dessert event has increased by 100% over the previous four years' average. We have a small-scale, workable donor development plan, and visits with potential donors routinely yield donations. We raise nearly \$70,000 annually in addition to grant funding. We receive great feedback and good results from our written communications.

Replication (*Describe any funds, materials, and conditions needed to reproduce this practice. Please list helpful websites.*)

www.fundraisingcoach.com - free weekly emails with very helpful advice from Marc Pitman

<http://www.nonprofitmarketingblog.com/> - a good insightful blog, sometimes a little more info than we can use, but worth checking.

<http://nonprofit.about.com/b/> - Joanne's Nonprofits Blog has a spot to sign up for weekly newsletters, with some helpful information.

http://www.501videos.com/mmpr/0309/help_volpr.html - Movie Mondays (just google it to find the link) are a free weekly video that you can share with your BOARD (hint, hint) to help them fundraise

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