Overview

Outline for Effective Fundraising
July 1, 2020 - June 30, 2021

Areas of Focus
- Building a Culture of Philanthropy
- Identifying Needs
- Filling the pipeline - How do we get there?
- Donor Relations

What does success look like?
Building a Culture of Philanthropy

Objectives:

- Instilling the belief that all staff members are members of the development office!
- Positive customer experience = $$$
- Develop an employee giving program. Employee input on program/project funding objectives year-over-year. This provides opportunity for employee buy in.
- Offer incentives at giving levels.
Identifying Needs:

Objectives:

- Work closely with key stakeholders to determine funds needed for programming and projects.
- Prioritize workflow to accomplish funding needs measured against established timeline.
- Build relationships with community leaders, foundations, and corporations to determine interest in identified needs and log info into development database.
Filling the Pipeline
How do we reach our goals?

Goal: $250,000

- After needs assessment, reach out to community funders and identify potential partnerships.
- Develop a major funders list from prior donor lists, committee lists, board members - then move to cultivation on new donors.
- Identify grant opportunities based on program/project needs.
- Work in concert with the FOL to build a robust membership/annual donation campaign.
Donor Relations

Objectives:

- Draft all acknowledgement letters as well as tax documentation. (completed)
- Get creative with our communication!
  - First, 5th, 10th donation thank you postcards!
- Special opportunities: birthdays, important community announcements, etc.s.
- Donor recognitions and annual report
Immediately Identify needs for programs and projects with key stakeholders, Leadership Giving

October 2020 Identify and apply for corporate $$$ before year-end deadlines

December 2020 Deadline for Holocaust exhibit funding. Apply for 1st Quarter grants

March 2021 Start reaping rewards from donor relations and cultivation

June 2021 $250,000!!!
Next Steps - Let’s All Plug In!!!

Where/How can you assist?

- Be an advocate!
- Have coffee or lunch with me!!!
- Make introductions and open doors
- Make an annual contribution! Why, you ask?

Community Engagement

- Make sure that we are visible in the community - let people know we have a development program, and that our needs are real and vital to our mission
Goals by next update:

1. Meet with multiple community contacts to garner support for our development program.
2. Have a database (Raiser’s Edge) in place and active.
3. Have Holocaust Exhibit Funding secured. ($35,000 minimum)
4. Meet corporate requests deadline by year-end for 2021 consideration.
Questions and Answers

Thank you!!!