



**FORK IN THE ROAD? TRY ALL AVENUES! -
DIVERSIFYING YOUR FUNDING: THE HOW AND
THE WHY OF REACHING ACROSS FUNDING
LINES.**

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Diversifying
your funding



Diversifying
your mission





FUNDRAISING BASICS

The right person can make even a weak plan work and a brilliant plan can be rendered impotent by uninspired implementers.

- Harold Williams

THE THREE FUNDAMENTALS

1. Identify Who Has the Means
2. Develop A Relationship
3. Explain Why They Should Give Their Money to You
(What's in it for them)

Every company – from a big business to the smallest two-person shop—has a social system. As people meet, they influence each other for better or worse.

- Ram Charan



FUNDRAISING VS GRANT WRITING

Efficiency is doing things right. Effectiveness is doing the right thing. There is nothing so useless as doing efficiently that which should not be done at all.

- Peter Drucker



CREATING A FUNDRAISING TEAM

1. Board or Advisory Group
2. Paid Executive
3. Fundraising Committee/Task Force

In governance, the right people count more than
the right structure.

- Paul Ingrassia lessons from General Motors



CREATING A FUNDRAISING PLAN

1. Methods/Strategies
2. Techniques/Examples

Failure to prepare is preparing to fail.
- John Wooden



LEVERAGING TECHNOLOGY

1. Online Raffles
2. Online Auctions
3. Online Communication

It is not the strongest of the species that survives,
nor the most intelligent, but the ones most
responsive to change.

- Charles Darwin





FUNDRAISING PLAN OUTLINE

Put your best people on your biggest opportunities, not your biggest problems. Many companies think that putting their best people in bad situations will help turn the bad situation around. While this some- times works to everyone's advantage, managers who do so fail to grasp the fact that managing your problems can only make you good. Building opportunities is the only way to become great.

- Jim Collins

INDIVIDUALS

- Types of Gifts
 - Current
 - Planned
- Strategies
 - Personal Approaches
 - Ask
 - Thank
 - Letters
 - Special Occasions
 - Recognize
 - “Wall of honor”
 - Donor categories (gold, silver, etc.)
 - Inform
 - Newsletters
 - Update letters
 - House Parties



INDIVIDUALS (CONT)

- Strategies (cont)
 - Special Events
 - Annual Event
 - Raffle
 - Other



INDIVIDUALS (CONT)

○ Planning Calendar

Month	Actions
June	Develop schedules for house parties, planned giving, other functions, begin annual event planning
July	Begin planning for United Way campaign season
August	Continue annual event planning, start publicity
September	Complete United Way planning
October	Continue annual event planning, publicity, auction items, table captains, etc.
November	Complete annual event planning
December	Begin annual campaign plans
January	Continue annual campaign plans
February	Begin annual campaign functions
April	Complete annual campaign



FOUNDATIONS

- Types of Gifts
 - Grants
- Strategies
 - Developing and maintaining relationships
 - Communication with key people (letters, newsletters)
 - Face to face with key people
 - Thank you process
 - Annual function
 - Grant concepts
 - Calendar
 - Local and state collaboration
- Planning Calendar
 - June/July – identify foundations to approach and develop a schedule for completing and submitting grants



GOVERNMENT

- Types of Gifts
 - Grants
 - Contracts
- Strategies
 - Key is to be responsive to the Requests for Application (RFA) or Requests for Proposals (RFP)
 - Pay attention to details when writing grants
 - Develop and maintain relationships



OTHER


- Monthly Modes (bank draft, credit cards)
- Cause Related Marketing
- Cell Phone Contributions
- Raffles
- Third Party Billings
- Endowment Programs
- Fees for Service
- Memberships



RESOURCES

- Community Resource Center
 - Rural Philanthropy Days
 - Grants Guide
- Colorado Nonprofit Association
 - Trainings
 - Webinars
- Richard Male and Associates
 - Weekly Rich Tips
 - Bagel Banter Breakfasts
- JVA Consulting
 - Funding Opps & Other Resources
- Chronicle of Philanthropy
- Internet Search – Colorado Funding Opportunities





OUTCOMES ARE NOT WHAT A
PROGRAM *DOES*; RATHER, OUTCOMES
HAPPEN BECAUSE OF WHAT A
PROGRAM DOES.
- WILLIAM J. PHILLIPS