Building your Fundraising Leadership
Towards Walkable Communities

1. Planning for fundraising leadership
2. Funding sources: tips and cautions
3. Crowd-sourcing to stimulate meaningful community involvement
4. Where to start & what’s next?
5. Q&A
1. Planning for Fundraising Leadership
Creating a Development Plan

• Why plan?
  – Make your case
  – Stop, collaborate, & listen

• What’s in the plan?
  – Set a dollar goal first
  – Action plan: monthly tactics & strategies
  – Integrate

• Choose the right strategy to meet your needs
  – Diversify, diversify, diversify

• When is your plan done? (it never is)
  – Quarterly donor newsletter
  – Evaluate and revise
Choosing the Right Strategy

• Does it fit with your **mission**?
• Is it a **stable** source of income?
• Will it **build** your organization? Grow your operating budget?
• Is it **cost effective**?
• Can it be integrated into **program activities**?
• Has it worked well **in the past**?
• Will target **constituencies** respond well?
• Do you have **skills and resources** to carry it out?
• Will it offer **additional benefits**?
2. Funding Sources: Tips & Cautions
Total Giving by Source

- Individuals: 73% (~$218 billion)
- Foundations: 14% (~$42 billion)
- Corporations: 5% (~$15 billion)
- Bequests: 8% (~$24 billion)
Seeking Grants

Tips

• Who already supports you?
• Who supports similar groups?
• Build relationships with staff and boards
• Start with local family or community foundations
• Tie into bigger issues
• Meet them where they are
• Foundation Center

Cautions

• Lowest rate of return
• Long turn-around
• Restricted dollars
• Short-term

*Anatomy of a Winning Proposal*
See Alliance Guide to Fundraising #2
Membership & Appeals

**Tips**
- Most reliable & consistent
- Start at $30 for individuals
- Higher level for businesses
- Maintain contact
- Turn members into major donors
- Ask throughout the year
- Start EOY planning in Sep/Oct

**Cautions**
- Respect your members time and capacity
- Understand how they want to be involved
- Shift in organizational models
- Direct mail is not efficient, emails are overloaded
<table>
<thead>
<tr>
<th><strong>Tips</strong></th>
<th><strong>Cautions</strong></th>
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<tbody>
<tr>
<td>Efficient way to raise $</td>
<td>Takes a long time</td>
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<tr>
<td>Identify</td>
<td>Consider strings-attached</td>
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<tr>
<td>Involve</td>
<td>Develop a gift acceptance policy</td>
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<td>Ask (not out of your pocket)</td>
<td>Don’t ignore all the ways people are able to give</td>
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<td>Thank promptly, regularly, proportionally</td>
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Corporate Supporters

Tips

• Understand how corporations give
• Marketing plan
• Work with community giving and marketing departments
• Consider timing
• Don’t forget in-kind & products

Cautions

• Mission/program-creep
• Controversial companies
• You’re selling a company
Earned Income

**Tips**
- Nonprofits can make a profit!
- Renewable, unrestricted $
- Events engage members
- Put more effort into fewer events
- Consider activities that support the events of community partners
- Consulting & contracts

**Cautions**
- Events are one of the most inefficient ways to raise $
- Can exhaust volunteers
- Need marketing skills
Public Dollars for Walkability

**Tips**
- Partner with agencies
- Build political will
- Look local
- Get on the ballot
- League federal updates
- Advocacy Advance partnership: www.AdvocacyAdvance.org

**Cautions**
- Federal dollars are decreasing
- Nonprofits are not eligible recipients for federal $ 
- Funding for programs is decreasing
- Red tape and time costs

BikeWalkAlliance.org
3. Crowd-sourcing to Stimulate Meaningful Community Involvement

David Weinberger
City Partnerships Director, ioby
4. Where to Start & What’s Next
Where to Start: Fundraising Fundamentals

- Develop a plan
- Diversity your funding sources
- Your biggest fundraising asset is your reputation and good work
- Fundraise for capacity and campaigns. Emphasize measurable impact
What’s Next: Alliance Resources

- Alliance Guide to Fundraising Series
- Advocacy Advance Rapid Response Grants
- Distance Learning Webinars
  - Building Stronger Organizations Through Shared Leadership: Aug. 19 @ 2pm
  - Creating a Vision Zero Movement for Everyone: Sep. 16 @ 2pm
- Open Streets Summit: Atlanta, September 27-29
  - Scholarships available (apply by 8/7)