

# 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

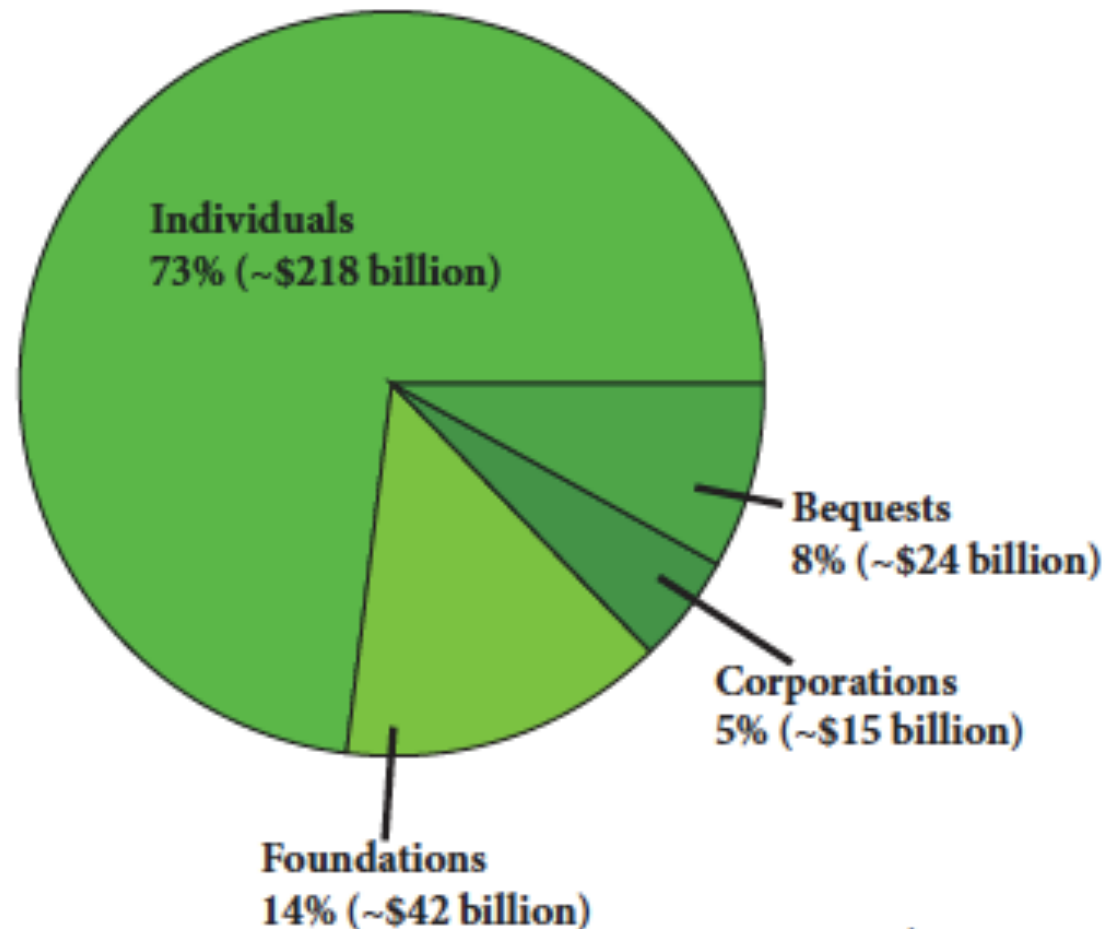
# Choosing the Right Strategy

- 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



# 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



# Major Donors



## Tips

- Efficient way to raise \$
- Identify
- Involve
- Ask (not out of your pocket)
- Thank promptly, regularly, proportionally

## Cautions

- Takes a long time
- Consider strings-attached
- Develop a gift acceptance policy
- Don't ignore all the ways people are able to give

# Corporate Supporters



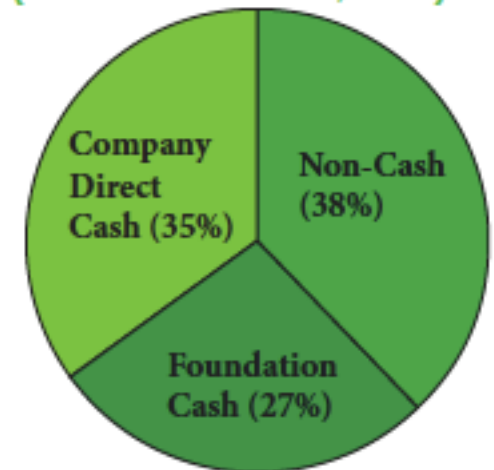
## Tips

- 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

How Corporations Give  
(Conference Board, 2011)



# 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](http://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



### 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)