



# **Welcome to IAAIS Fundraising 101**

## **Part 1 of 3**

### **“Taking Your Fundraising Pulse”**



# IAAIS - Fundraising 101

## Part 1 – Taking Your Fundraising Pulse

Before everything else, getting ready is the secret of success. Henry Ford

# Where are you, and where do you wish to be?

- **The only goal, is your goal**

Focus on remedies, not faults. - Jack Nicklaus

**Fundraising is a perpetual uphill battle.** The dominant feeling of the battlefield is loneliness. – *Field Marshall William J. Slim*

- **You are not alone... How does your fundraising system compare to other IAAIS Members like you?**

**Here's the survey results:**

**How many RRS Staff do  
you have?**

<b>zero – three</b>	<b>10</b>
<b>four – ten</b>	<b>8</b>
<b>ten plus</b>	<b>1</b>

<b>Who does the fundraising?</b>	
<b>Paid Staff</b>	<b>15</b>
<b>Volunteer non-board</b>	<b>1</b>
<b>Other (no one, everyone, parent)</b>	<b>3</b>
<b>Volunteer Board member (none)</b>	<b>0</b>
<b>Contractor (none)</b>	<b>0</b>

<b>Type of fundraising done now</b>	
<b>Proposals/Grants</b>	<b>16</b>
<b>Special Events or On Air (tie)</b>	<b>9</b>
<b>Letter campaigns</b>	<b>15</b>
<b>Social Media/Web</b>	<b>7</b>
<b>Car Donation Program</b>	<b>3</b>
<b>Major Gifts Program</b>	<b>4</b>
<b>Planned Giving</b>	<b>5</b>
<b>Fee for service</b>	<b>4</b>
<b>Other</b>	<b>2</b>

<b>Range of funds raised last year (not including in-kind)</b>	
<b>0 - 4,900</b>	<b>2</b>
<b>5,000 - 9,900</b>	<b>1</b>
<b>10,000 - 19,900</b>	<b>1</b>
<b>20,000 - 49,900</b>	<b>3</b>
<b>50,000 - 99,900</b>	<b>2</b>
<b>100,000 - 149,900</b>	<b>1</b>
<b>150,000 - 299,900</b>	<b>6</b>
<b>300,000 - 499,900</b>	<b>2</b>
<b>500,000 + (none)</b>	<b>0</b>
<b>Skipped</b>	<b>1</b>

<b>My major impediment to fundraising is</b>	
<b>Inexperienced/too few staff</b>	<b>9</b>
<b>Multiple hats/split responsibilities</b>	<b>15</b>
<b>Restricted fundraising by parent organization</b>	<b>5</b>
<b>Outsider/other fundraiser not bringing in enough</b>	<b>2</b>
<b>Other</b>	<b>6</b>

- **Will you keep doing the same thing and expect a different outcome?**

For having lived long, I have experienced many instances of being obliged, by better information or fuller consideration, to change opinions, even on important subjects, which I once thought right but found to be otherwise. *Benjamin Franklin*

## ● What will you change?

It is not necessary to change. Survival is not mandatory.

- W. Edwards Deming

## Homework:

- 1.) Think about the fundraising you wish to do. Talk with at least one board member or influential volunteer and brainstorm how to get that job started.**
- 2.) Take survey #2 before the next session.**