

# Fundraising 101 - part 3

First a review of

**Fundraising 101 parts 1 and 2**



## **In surveys of IAAIS members:**

- Most services, regardless of size, have a staff person responsible for fundraising as contrasted with a volunteer or outside contractor.**

## **In surveys of IAAIS members:**

- Most responded that their major impediment to fundraising was having split responsibilities – or wearing too many hats.**
- All expressed a willingness to change in order to bring in more dollars.**

## **Conclusions from Part 1 and 2:**

- It seems as if a dedicated fundraising employee would be the biggest single help, but...**
- Unless your service has the ability to hire a dedicated fundraising employee we must find ways to combat the split-responsibilities problem.**

- **We must change what we're doing today in order to get different (improved) results in our fundraising efforts.**
- **Increasing the number of dedicated hours spent on fundraising doesn't have to mean YOUR hours. Invest your time in acquiring help.**

**So, where does this help come from?  
Board? Other staff? Volunteers?**

**The people we go to for advice and counsel  
(board members or other volunteers) do  
not necessarily have the requisite skills to  
raise money, but they do have a  
demonstrated interest in seeing the  
service succeed. How do we leverage this?**

**Our previous assignments have the clues**

**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.) Write an action plan of at least 250 words that has at least 3 steps towards the change you seek to make and includes deadlines along with names the persons responsible for executing the 3 steps.**

**An Action Plan – built with your specific circumstance in mind, can address these issues.**

- What do we wish to accomplish?**
  - **Increased general revenue**
  - **Cost savings/in-kind support**
  - **Special purpose funding**
  - **Raise enough to hire a fundraising person**

- **Who will perform the extra hours?**
  - **Volunteers**
  - **Intern**
  - **Part-time staff**
  
- **For how long?**
  - **Time based? (Try this for “x” weeks)**
  - **Results based? (“x” dollars raised)**

- **Which functions will they perform?**
  - **Research on prospective donors**
  - **Writing and budget planning**
  - **Solicitation**

## **Your next steps:**

- Assemble your team**
- Parcel out the tasks**
- Set a schedule**
  - **Interim**
  - **Completion**
- Review results, adapt**

## Fundraising 101

**C**hange the status quo

**O**rganizational preparedness

**S**hared vision & work

**T**eamwork

