



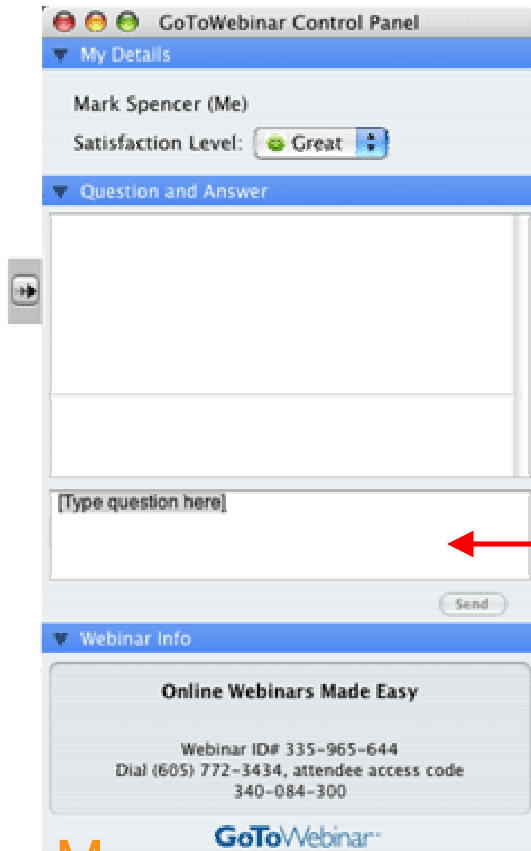
Supporting Nonprofit Excellence - Advancing Social Justice

In partnership with  
**The CUNY School of Professional Studies** presents:

## **Fundraising in Hard Times Webinar Series** **May 12, 2010 (3:30 PM – 5:00 PM)**

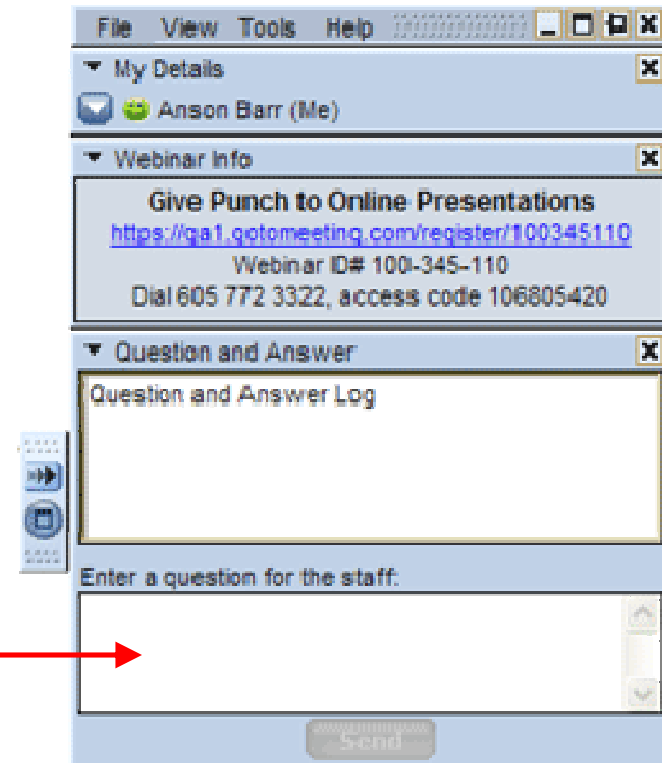
with special guest: **Holly Delany Cole**,  
Deputy Director, Community Resource Exchange

# How to Ask Questions During the Seminar



Mac

Submit  
Questions  
Here



PC

If at any time you experience difficulties please call,  
**1-800-263-6317** technical Press Option 1, 1

# Introductions



Holly joined the staff in 1995. She is a social worker and has worked in a variety of human service settings. Immediately before CRE, she was a freelance consultant for human services and grant-making organizations, with an emphasis on program evaluation, program development and proposal writing. Holly was a member of the program staff at the New York Community Trust from 1983 through 1989, managing several grant programs. Holly sits on the Boards of Educational Equity Concepts and Computers for Youth. She holds a master's degree from the School of Social Service Administration at the University of Chicago.

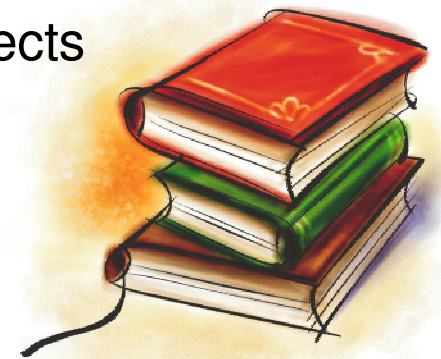


Ximena joined CRE's team after a twelve year career as a nonprofit manager and public relations and fundraising professional. Ximena held senior-level positions at Covenant House New York and the American Red Cross, and has served as an advisor to grassroots, national and international organizations in areas of board development, planning, fundraising, and volunteer management. Ximena received a bachelor's degree in Communications from Queens College, CUNY and has completed graduate studies at NYU's Gallatin School of Individualized Studies with a concentration in Public Administration, International Relations and Corporate Social Responsibility. Ximena is fluent in Spanish and French.

# Today's Learning Goals

## In this webinar participants will learn the Fundamentals of Fundraising:

- How to describe programs to make competitive requests
- How to organize fundraising tasks internally
- How to begin identifying funding prospects
- Where to go for help



## **Poll Question #1**

**How many of you are solely responsible for fundraising at your organizations and how many of you also have program management or other responsibilities?**

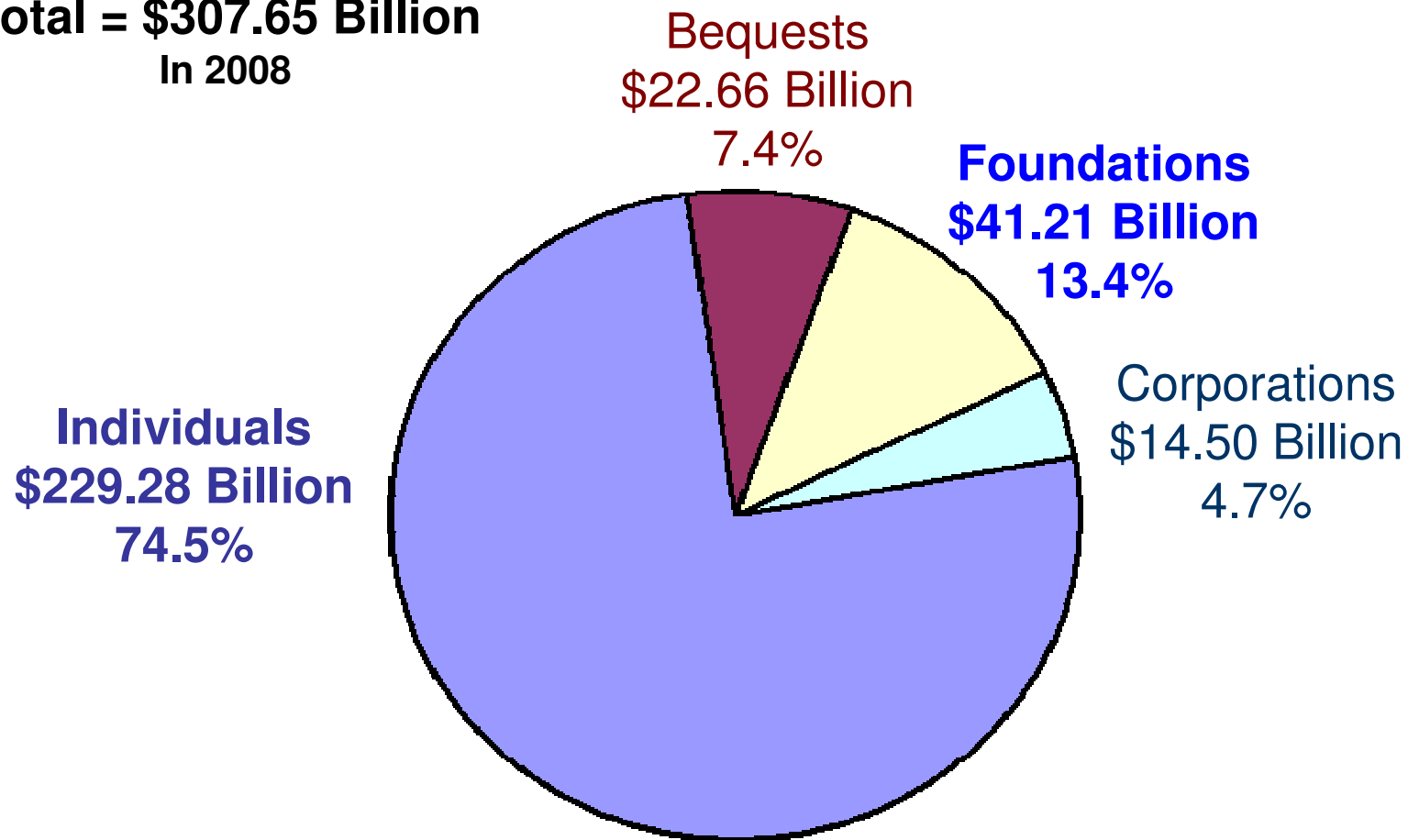
- A) Fundraising only**
- B) Fundraising and more**

# Fundraising Reality

- **Giving has gone down**
- **Greater complexity**
- **Increased competition**
- **Rely on skilled staff and volunteer Leadership**
- **Philanthropy in the USA is substantial**

# Private Sector Giving

**Total = \$307.65 Billion**  
In 2008



Source: *Giving USA 2009*

# Fundraising Is...

- It's not just about asking for money
- It's about vision and impact
- Message (Telling a compelling story)
- Expanding the “Movement”

# A Case for Support



## Key Elements

*To set up your argument for funding*

- Describe the people you help
- Describe a compelling need or situation
- Present an innovative solution
- Describe your program strategies
- Convey confidence about your competence and capabilities

# Need vs. Solution

## Answer the Questions

- What is the need or problem that your organization addresses?
- Who is affected by this problem or impacted by this situation?

## Offer a Solution

- How is your approach unique or different from other organizations in the area?
- What will be different for these people as a result of your program?
  - How will their lives change?

## Poll Question #2

**In your organization who is responsible for fundraising?**

- A) Executive Director**
- B) Development Staff**
- C) Program Staff**
- D) Board**
- E) Other**

# Fundraising Leadership

*Who is responsible for fundraising?*

- **Executive Director**
- **Development Staff**
- **The Board**
- **The Staff**
- **Volunteers**

***....EVERYONE!***



# Development Team



# Where To Start?

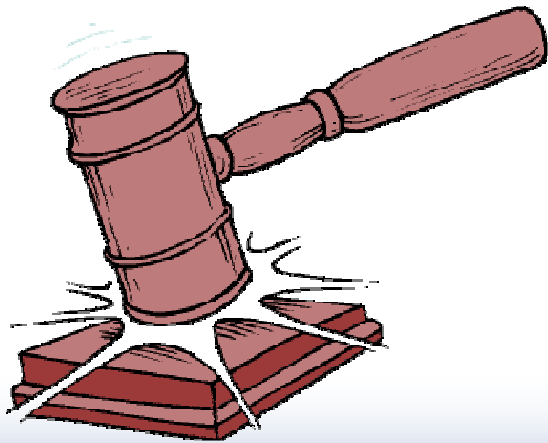
## *Reasons for Giving*

- Government must provide certain level of public service and entitlements
- Foundations give because it's their mission and they have to
- Corporations give because it's good for business
- Individuals because ....

# Government

## Where and how to begin?

1. Meet your local elected officials
2. Engage them in your issues
3. Request a “member item”
4. Research NYC contract opportunities
5. Attend briefings



*Caution: Make sure your organization is ready*

# Foundations

## Where and how to begin?

- Get to know who is interested in your issues
- Attend a grantwriting workshop

## Trends and what to expect

- Reduction in giving for 2010
- Grant making process takes time
- Foundations want impact – proven results

Foundations can be influenced by

- ✓ Compelling message
- ✓ Data/trends
- ✓ Media
- ✓ Reputation
- ✓ Contacts



# Corporate Relations and Engagement

## Where and how to begin?

- Engage corporate employees on the Board
- Request in-kind and volunteer support
- Know the businesses in your area



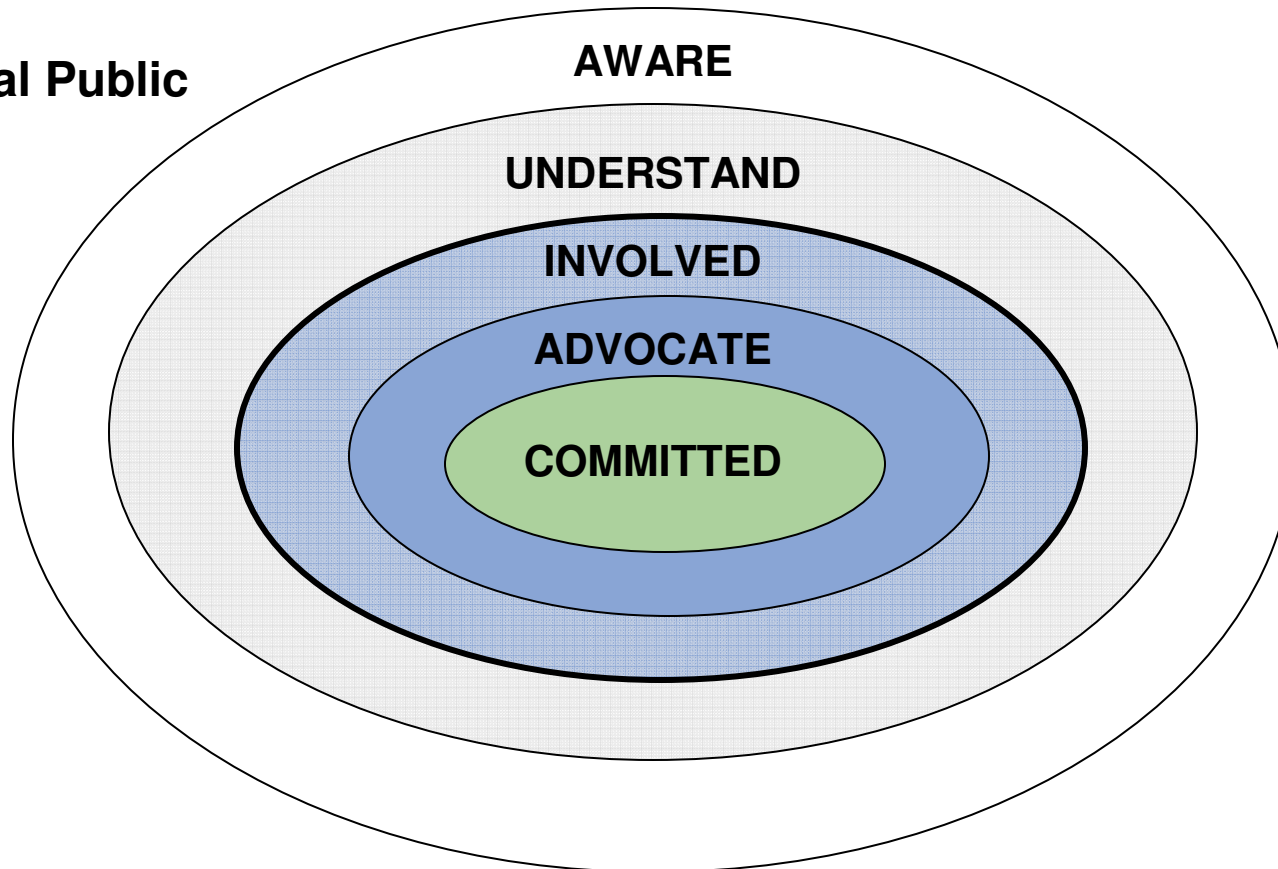
## What to Expect

- Mutually beneficial relationships
- Interest in your organization if you can help advance business goals

# Individuals

## Expanding the network

General Public



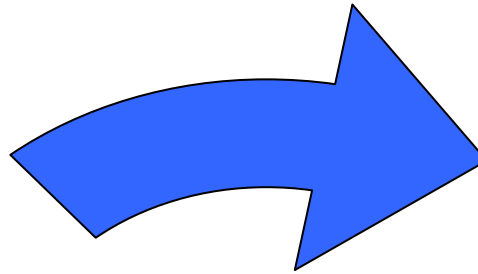
## Poll Question #3

**What types of fundraising strategies does your organization use to reach individual donors?**

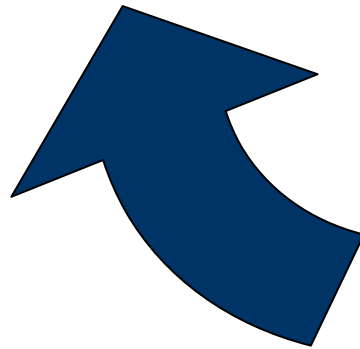
- A) Special events**
- B) Fundraising events**
- C) Appeal letters**
- D) Direct marketing**
- E) Website**
- F) Volunteer engagement**
- G) Other \_\_\_\_\_**

# Prospects

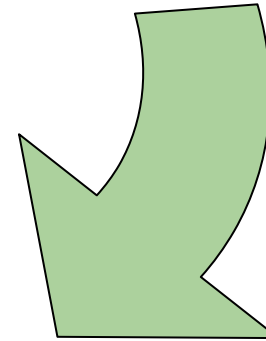
Connect



Cultivate



Engage



# Finding Prospects



- Foundation Center directory
- Chronicle of Philanthropy
- Grants.gov and nyc.gov
- Civic and business associations
- Google
- From organization's network
- Other organization's annual reports
- Newspapers/trade publications

# Planning



- Do your research
- Develop your key points and messages
- Understand how much is needed
- Set priorities
- Involve others
- Seek assistance

# Fundraising Resources

- **Community Resource Exchange** [www.crenyc.org](http://www.crenyc.org)
- **Foundation Center** [www.fdncenter.org](http://www.fdncenter.org)
- **Association of Fundraising Professionals**  
[www.afp.org](http://www.afp.org)
- **Chronicle of Philanthropy** [www.philanthropy.org](http://www.philanthropy.org)
- **Guidestar** [www.guidestar.org](http://www.guidestar.org)



## About CRE and this Webinar

To learn more about  
Community Resource Exchange, visit our  
website: [www.crenyc.org](http://www.crenyc.org)

Or call us at (212) 894-3394

You will also be able to watch this  
webinar in its entirety

## Upcoming Webinar

**Don't miss the next webinar in our series**

### ***“Achieving Fundraising Results: A Conversation with Funders”***

**May 25, 2010 from 3:30 PM – 5:00 PM**

**To register, go to:**

**<https://www2.gotomeeting.com/register/704794290>**