



Chapter 7

FUNDRAISING

The Fundraising Process

a) DEFINE GOALS

Establish a fundraising committee to consult staff and residents and set fundraising goals, based on what your organization wants to accomplish over a five-year period. Include representatives from the Board, residents' association and the community, if possible. Identify realistic goals for the first fundraising appeal, by consulting community leaders and potential donors.

Committee members can contact charitable foundations, community service organizations, local government representatives, school leaders, women's groups, and people who've worked on other community fundraising projects for advice and contributions.

b) DEVELOP A FUNDRAISING PLAN

Divide each campaign goal into its components and form donor coalitions. For example, if you want to raise funds for a playground, identify potential donors who may be interested in supporting specific elements, such as:

- The Parks and Recreation Department for design assistance.
- Site preparation advice from a landscaping firm, and students in training for site work.
- A community service group for play equipment.
- Landscaping materials donated by local building suppliers and gardening centers.
- Residents as volunteers to do site work.

c) RECRUIT FUNDRAISING CHAIR AND VOLUNTEERS

Your campaign Chair should have previous experience working on fundraising campaigns and a record of achieving goals. Look for someone who is well regarded in the community.

The Chair and committee members will identify and recruit campaign volunteers. Train your campaign volunteers to make a successful fundraising "ask" for contributions, before sending them out. Approach people in development offices at a hospital, university, college or large community organization to put on a workshop for your volunteers.



d) IDENTIFY DONOR PROSPECTS

Brainstorming is the best way to identify potential donors with the financial ability to give to your cause. The more names the better. (See page 67 for information on holding a brainstorming session.) Draw on the work of the fundraising committee to establish a list of prospective donors. Include individuals, organizations, businesses, trade unions, public and private charitable foundations and government agencies.

e) ESTABLISH A CAMPAIGN BUDGET

Although most campaigns rely heavily on volunteers, it still takes money to raise money. For example, you'll need funds to prepare a campaign brochure or proposal to foundations and corporations, and for recognition events.

If your organization can't cover all the campaign costs, discuss the problem with a donor who might consider sponsoring the campaign. Seek gifts in kind or partnerships. For example, a local service club may finance the campaign brochure or a kick off event. A local newspaper or radio station may provide free advertising. A local youth group may help raise funds through a car wash. An experienced fundraiser may provide training without charge.

f) SOLICIT GIFTS

Solicit gifts of cash, volunteer time, in-kind contributions, labour and expertise.

Introduce donors to the merits of your project through meetings, presentations to local groups, and open houses. People are more likely to give to organizations they know about.

g) RECOGNIZE DONORS

Acknowledge every contribution. If your organization has charitable status through Revenue Canada, issue a charitable tax receipt as soon as a donation is received, with a letter of appreciation from the campaign Chair. Invite donors to a celebration event, when annual campaign goals are met. Award special recognition to campaign volunteers.

If you have charitable status, ensure you maintain proper records and file the required financial reports to government.

h) PLAN YOUR NEXT CAMPAIGN

Donor loyalty is based on sustaining an ongoing relationship. Give your donors an opportunity to help again, so they don't move on to another worthy cause.



Fundraising Strategies

a) PROJECT FUNDRAISING

Organize a special appeal for a compelling need that can't be met without philanthropic support, such as purchasing medical equipment for an individual resident or playground equipment for children at the development. These projects may appeal to charitable foundations, service clubs or wealthy individuals.

b) ANNUAL APPEALS

Annual fundraising appeals through direct mail/phone campaigns develop a base of loyal, committed donors to provide ongoing financial support. Outside funding agencies, such as government, corporations and foundations, often look for this type of community commitment when making funding decisions.

Personal solicitation is the best way to seek and sustain annual campaign donations.

c) FOUNDATION AND CORPORATE GIFTS

Charitable foundations and corporations have specific guidelines for giving. The first step in approaching these organizations is to request their guidelines. Follow up with a meeting or phone call with a staff member.

Foundations only donate to registered charitable organizations. The Canadian Directory of Foundations and Grants can be found in most public libraries.

d) SPECIAL EVENTS

Invite a service club or volunteer organization to help you put on a special event designed to raise funds for a particular goal. This approach doesn't raise large amounts of money, but can supplement other appeals and is an excellent way to strengthen your relationship within the community.



For more information on fundraising, contact:

- The Canadian Centre for Philanthropy at www.ccp.ca or 416-597-2293. The website lists fundraising publications produced by the centre.
 - Volunteer Vancouver at www.vancouver.volunteer.ca or 604-875-9144. Search the *Resource Library* catalogue online for a list of publications on fundraising.
 - The Association of Fundraising Professionals at www.afpnet.org/index.cfm. Click on the *Publications* section for a list of fundraising resources.
 - The BC Non-Profit Housing Association at 604-527-8859 or 1-800-494-8859.
 - The Co-operative Housing Federation of BC at 604-879-5111 or 1-866-879-5111.
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