



March 22, 2022

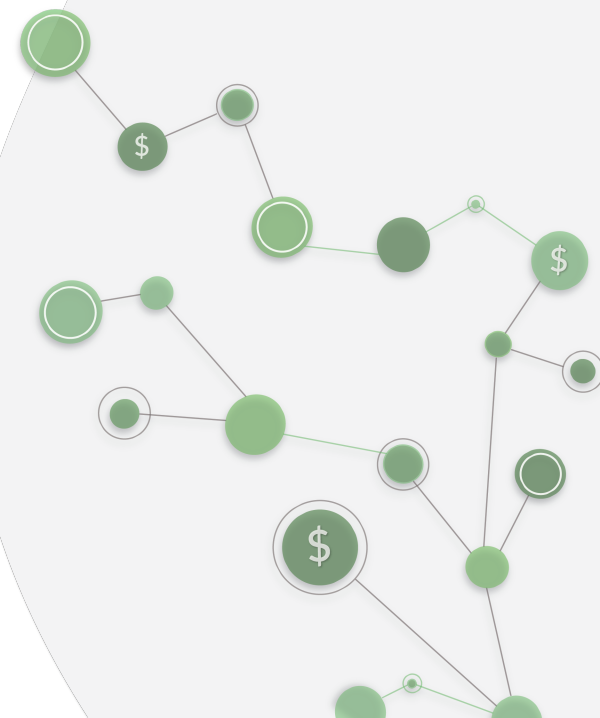
# Beyond Grant Writing: How to develop a sustainable fundraising program

PREPARED FOR

## DC MOVES

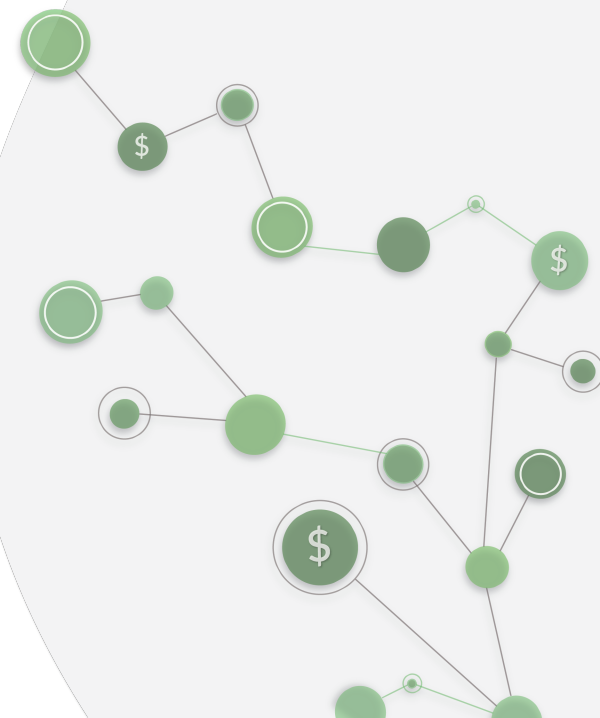
## *Today's session:*

- **Welcome**
- **Fundraising Readiness Checklist**
- **Laying the Ground Work – a framework**
- **Let's get into it**
- **How do you get it done?**



## *Fundraising Readiness Checklist*

- You can find the Fundraising Readiness Checklist at [fundraisinglab.ca/guides](https://fundraisinglab.ca/guides)



# Fundraising's Enabling Ecology Framework

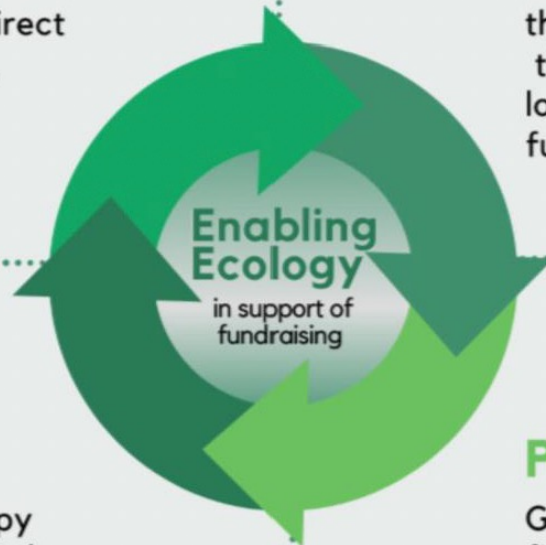
the mechanics

## STRATEGIES

The strategies are fundraising methods that are visible to outside observers, e.g. direct marketing, grant writing, special events, etc.

## INFRASTRUCTURE

The infrastructure of a fundraising program consists of the behind-the-scenes supports that are critical to ensure the long-term success of a fundraising program.



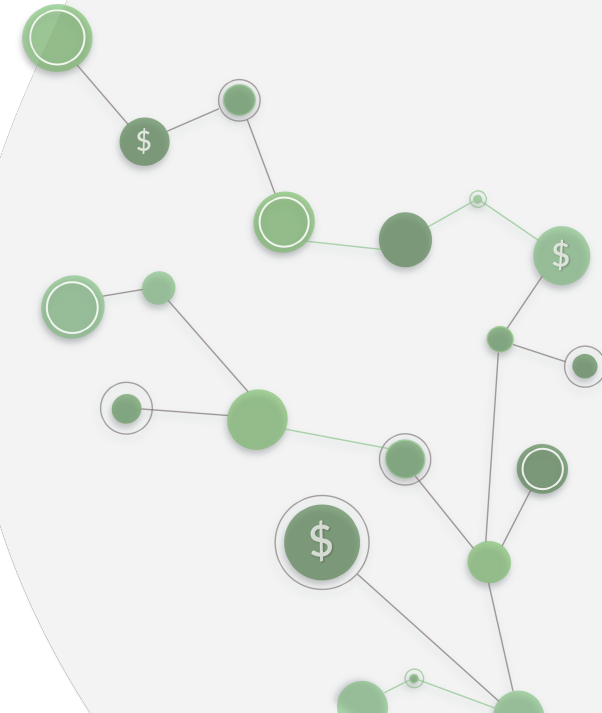
## CULTURE

The culture of philanthropy refers to the organizational attitude towards philanthropy and is a subset of the overall organizational culture.

## PRINCIPLES

Guiding principles are based firmly on organizational values and translate them into action. They act as the moral touchstone for an organization's activities and help guide decision-making.

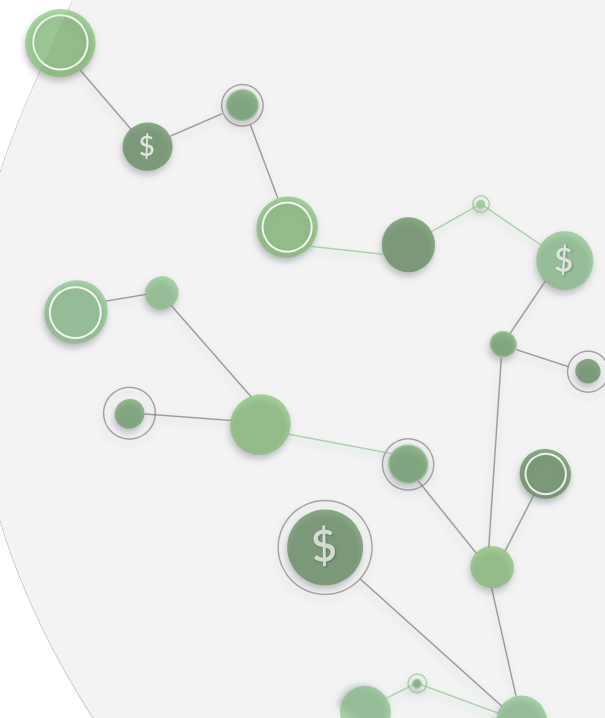
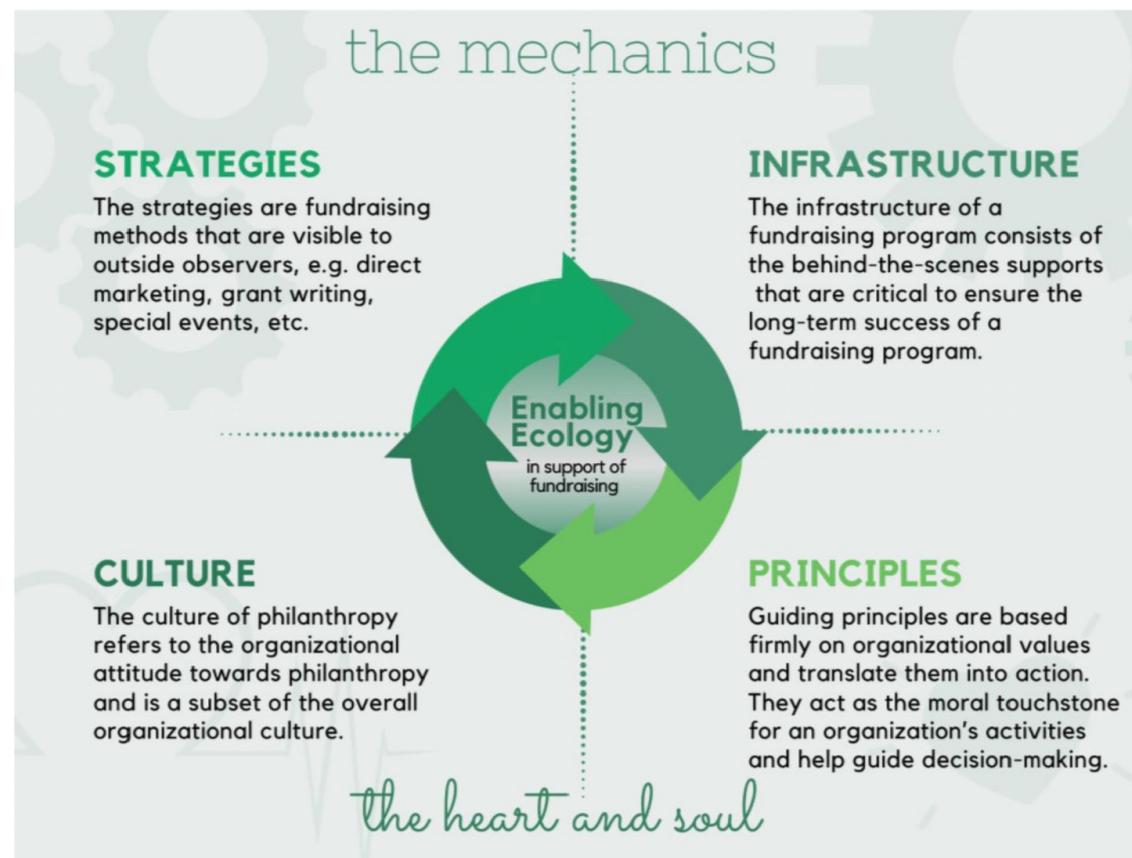
the heart and soul



# Fundraising's Enabling Ecology Framework

## MECHANICS

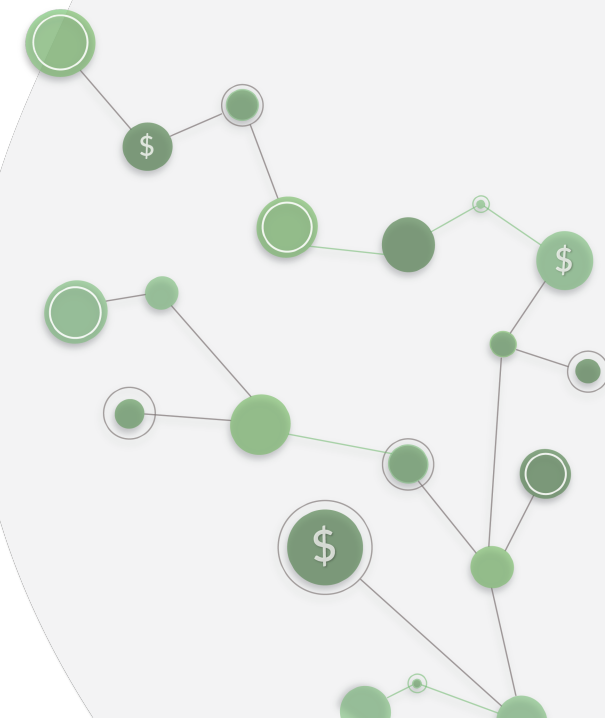
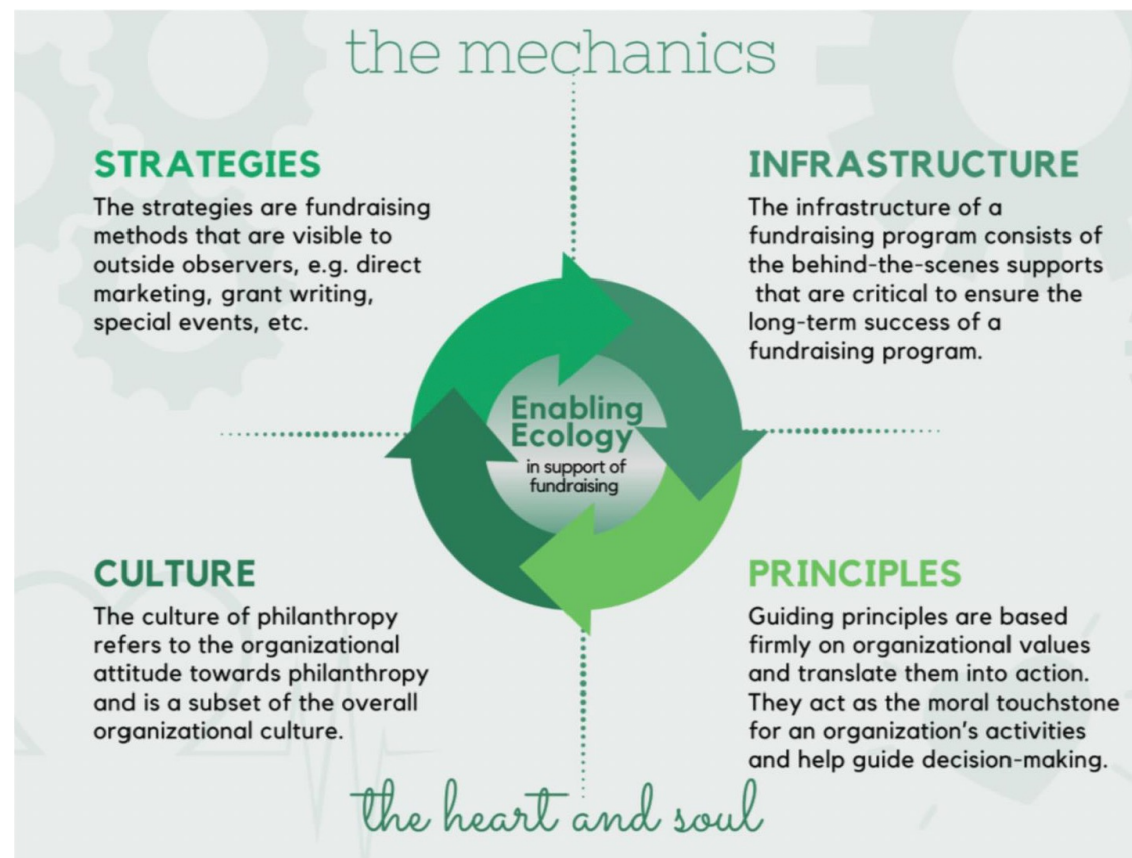
- *Strategies*
- *Infrastructure*



# Fundraising's Enabling Ecology Framework

## HEART AND SOUL

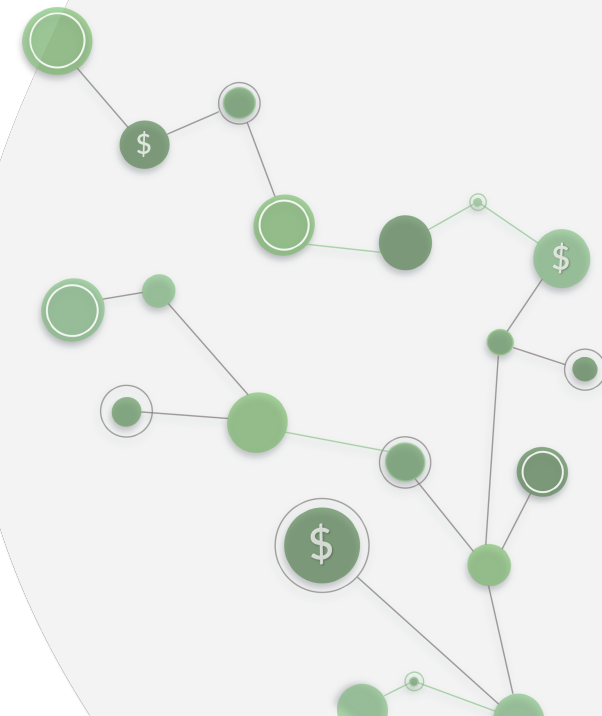
- Culture
- Values



## *Fundraising's Enabling Ecology Framework*

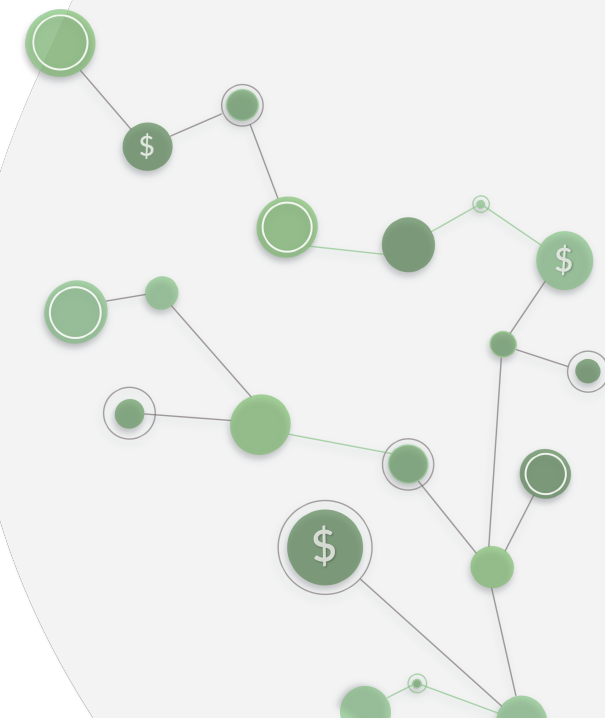
### Breakout questions:

- does the Fundraising Enabling Ecology Framework resonate with you or is there anything in particular that jumps out at you?
- Can you see yourself using it in your organization and if so, how?



## *Fundraising's Enabling Ecology Framework*

Debrief - what is the one thing that really stood out that you want to share with the group.





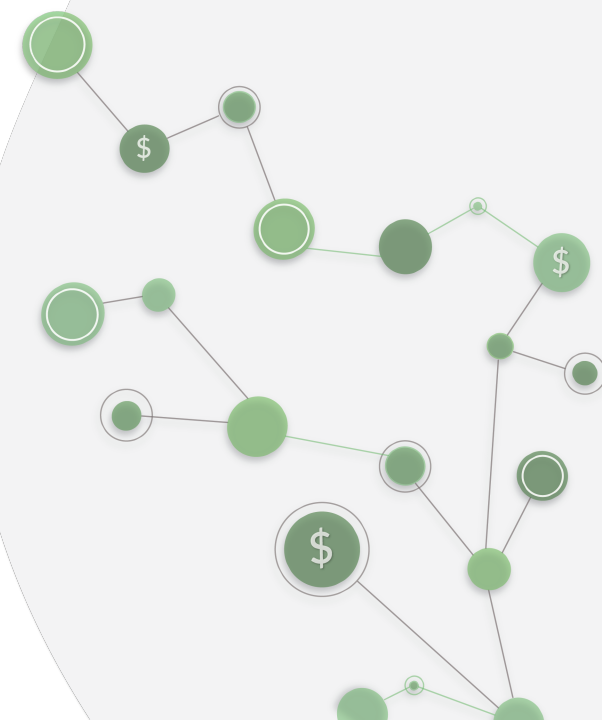
## *Totally made-up sample fundraising plan - simplified*

	Mass	Customized	Total	Resources needed	Q1, Q2, Q3, Q4
Ind: Direct marketing	\$ 40,000			Writer, interviewee	Q1 and Q4
Ind: Board campaign	\$ 10,000			Campaign chair	Q1
Ind: Community campaign	\$ 10,000			Community lead	Q2
Foundation giving program		\$ 67,500		Pgm staff, grant writer	Q1, 2, 3, 4
Corporate giving program*				N/a	
Events: The Walk	\$ 35,000			FR staff, program staff	Q2
The Gala	\$ 75,000			FR staff, program staff	Q3
3 <sup>Rd</sup> party events	\$ 12,000			Community members	Q1, 2, 3, 4
<b>Total</b>	<b>\$182,000</b>	<b>\$ 67,500</b>	<b>\$249,500</b>		
Planned Giving		<b>\$ 65,000</b>	<b>\$ 65,000</b>		Q1, 2, 3, 4
<b>Total incl PG</b>	<b>\$182,000</b>	<b>\$132,500</b>	<b>\$314,500</b>		

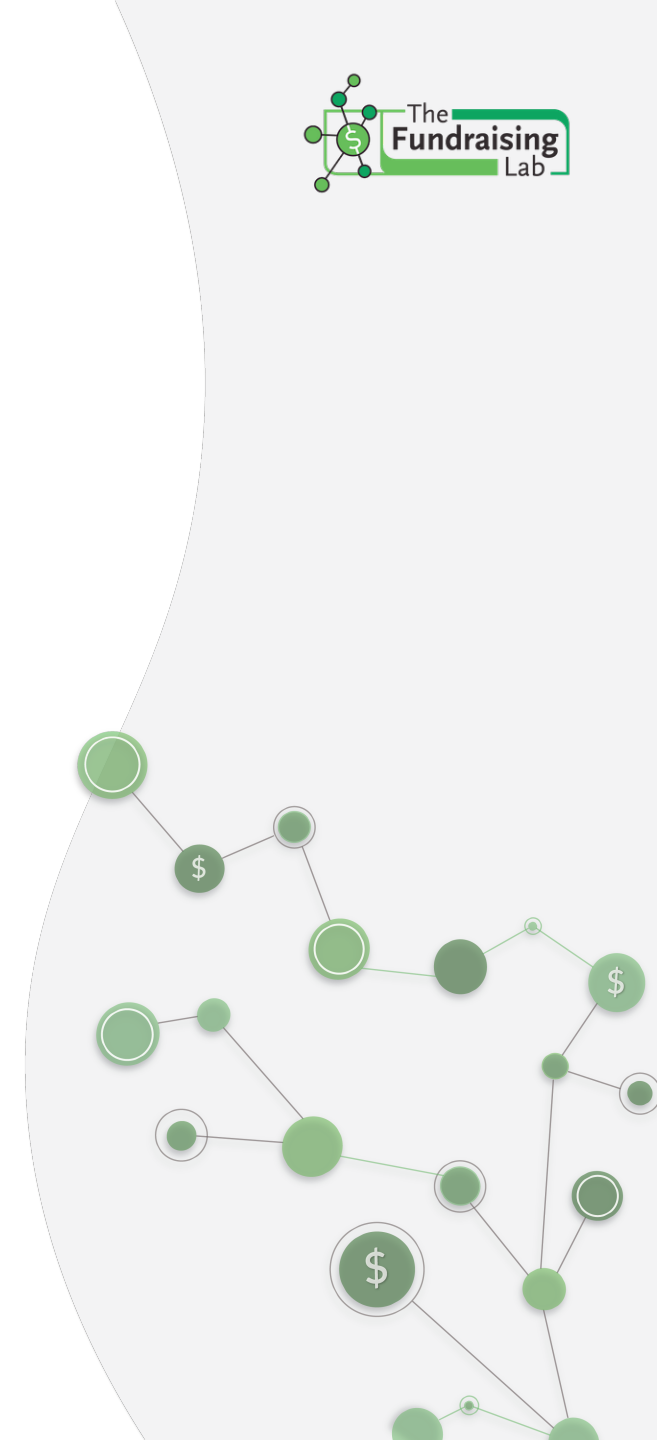
# Totally made-up sample fundraising plan - simplified

	Mass	Customized	Total	Resources needed	Q1, Q2, Q3, Q4
Donor database				FR and finance staff	Q1, 2, 3, 4R
Reporting/reconciliation				FR and finance staff	Q1, 2, 3, 4
Case statement				FR / outsource to external consultant	Q2, 3
Stewardship				FR staff	Q1, 2, 3, 4
Policy development				FR staff/board of directors	Q3
Evaluation				FR and finance staff	Q1 (for prior year)

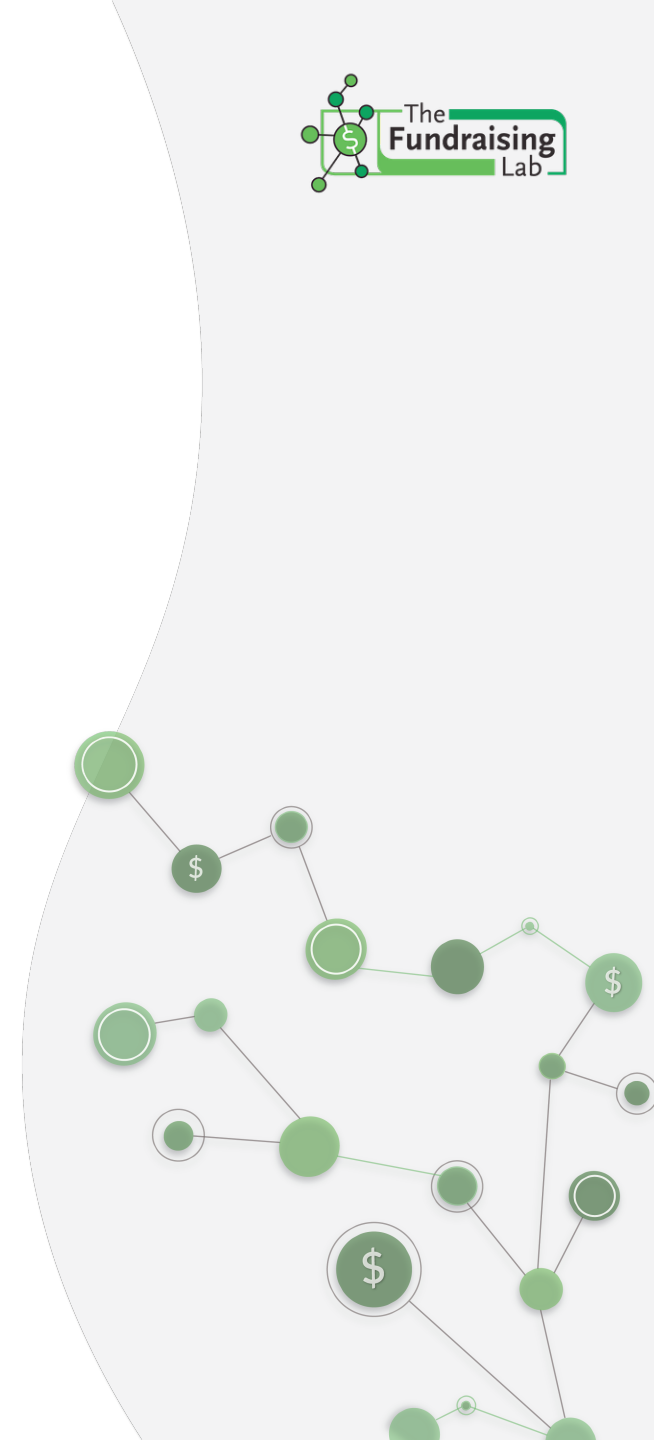
# *Culture of philanthropy*



# Values

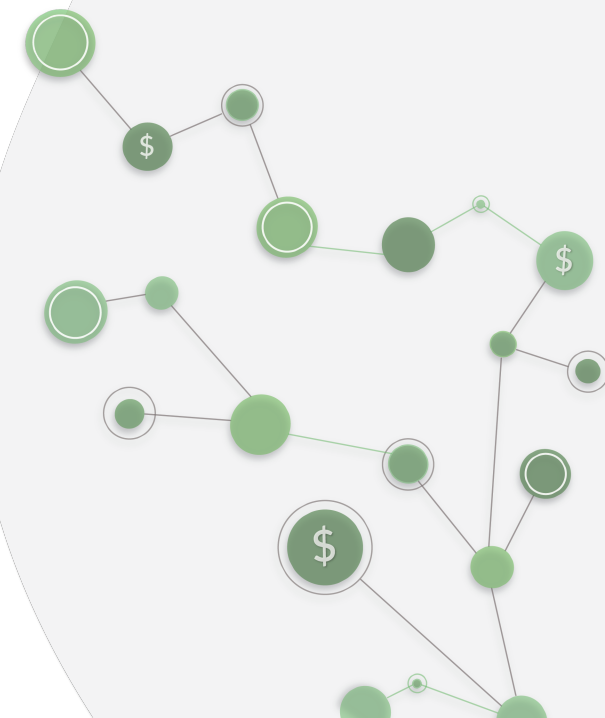


# *How to go from none to one?*



## *Today's session:*

- Welcome
- Quick and Dirty Audit
- Laying the Ground Work – a framework
- Let's get into it
- How do you get it done?



# Thank you!

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