

<http://www.youtube.com/watch?v=k5rvPI3c4po>



***YES! empowers youth, in partnership with adults, to create community change.***



**December 3, 2010  
Bronwyn Lucas, MPH  
Executive Director**

# What is Fundraising?

Soliciting and gathering money from *any* source. Sources include:



Individual donations  
Businesses  
Foundations  
Endowments  
Government Agencies

# YES! Background

- Founded-2008
- Revenue Source- 92% from one source (NC Government)
- All programmatic staff
- Board make-up
- Survival mode



# Transition to Today

- Revenue Makeup

- 92% Govt. source → 51%
- 17% National Foundations
- 17% Custom Programs & Donations
- 15% Local Endowment

- Increase in individual donations → 144%

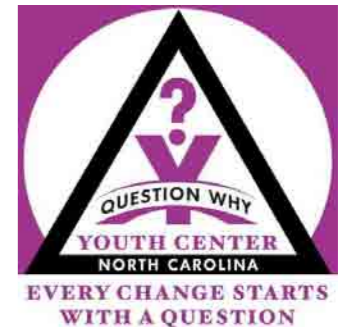
- % growth of budget → 89%

- Change in type of funding (CBI) → 224%

- New administrative staff functions

- Board makeup/Strategic Plan

- Growth Mode



# Fundraising Basics

- *Tough Times? The Worst May Be Over*
- Annual Report-Guidestar & others
- Reps from 2,500 NPOs and 160 Private Foundations
- Organizations reporting decreased contributions dropped 14% from 51% in Oct. 2009 to 37% in October 2010
- First time in 2 years optimism about NP sector and economy

# Fundraising Basics

## Contributions by source

- 75% Individuals
- 12.6% Foundations
- 7.8% Bequests
- 4.6% Corporations

\*More money comes from dead people than corporations!



# Fundraising Basics

## Contributions by type of organization

- 35.8% Religion
- 14.6% Education
- 9.7% Human Services
- 8.7% Health
- 8.3% Foundations
- 6.2% Unallocated giving
- 5.4% Public Society Benefit
- 5.2% Arts, Culture & Humanities
- 3.5% Environment & Animals
- 2.5% International Affairs



# Effectiveness of Giving Strategies

- In Person Ask=49%
- Personal Call=21%
- Personal Letter=17%
- Phone-a-thon=9%
- Direct Mail=.33%
- Special Event=.33%



\*\*You must weigh the cost vs. benefit  
----\$18/hr to manage a volunteer

# Campaigns

- Annual Appeal Letter
- Regional Campaigns (Asheville, Charlotte, Raleigh)
- Custom Programs Initiative
- Board “Give or Get” Campaign
- Corporate/Business solicitation



# Annual Appeal

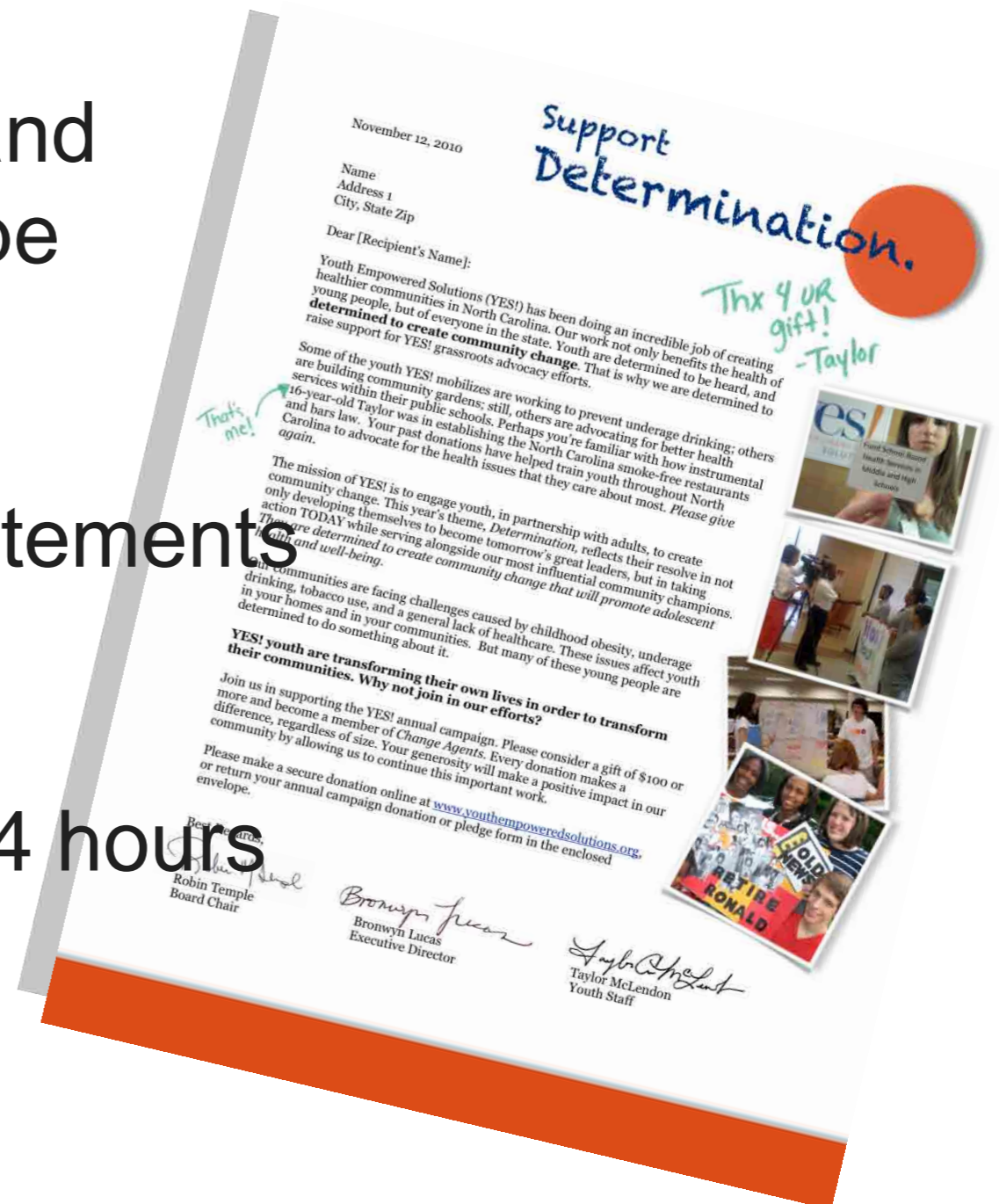
- Defined as a Program of Activities which annually solicits gifts from every element of your constituency including individuals, corporations, foundations, government, churches, other nonprofits, etc.
- As other sources of giving dry up, organizations with strong, individual donor base suffer least
- Serves as “entry point” for most donors
- Develops a pool from which larger gifts flow
- Provides unrestricted funds for everyday needs, including future development efforts
- Requires org to set up “systems”

**\*\*Remember—WIFM concept**



# Annual Appeal Letter

- Addressed to recipient
- Addressed by computer or hand
- Pre-addressed return envelope
- Real stories, real people
- No jargon, few statistics
- Personal message-use “I” statements
- Letters out 2 xs year  
(Spring=best/Fall=second)
- Send thank-you note within 24 hours



# Regional Campaigns

What is your goal?

**Raise money vs. Raise awareness**



<http://www.youtube.com/watch?v=fs-51EABlnU>



# Custom Programs

- Fastest Growing revenue stream
  - ↑ 339%
- Our “niche”
- Earned Income
- Sustainable
- Partnership with UNC School of Business to develop business plan



# Board Give or Get

- Board approves annual budget
- Board pledge form developed & signed
- Board member individual donation
- Plan to “get” the rest; supported by board & staff
- House parties, holiday giving, corporate matches, family & friends



# Corporate/Business

- Agrees with organizational values
- Corporate giving (large) ↑ tough times
- Free advertising; builds goodwill
- Solicit organization's vendors
- Secure matching donations



# Fundraising Basics-Getting Started

- Charitable Solicitation License
- Donor Management Software
- Make it easy to donate (online)
- Board vs. Staff Role
- Resources
  - BCBSNC Foundation Training
  - Capacity Building \$\$



# Lessons Learned

- Cultivate relationships first
- “Friend raising” vs. “fund raising”
- Build in to job descriptions/grants
- Not sexy!
  - Indirect Services
  - Non-basic needs Services
  - No physical site donors can “see”
- Good donor software is essential
- What’s the #1 reason people don’t give?



# THANK YOU!

[www.YouthEmpoweredSolutions.org](http://www.YouthEmpoweredSolutions.org)

**Healthy**  
*Vessels*

