

*FUNDING
THE
REVOLUTION*

... without being co-opted by the nonprofit-industrial complex

*TIPS FROM
FUNDRAISING
PROFESSIONALS*



- Fund raising is not raising money... it is raising friends (for your organizations, who happen to give)!

- Five principles:
 1. "People give to people to help people" (not institutional need)
 2. "People give relative to their means"
 3. "Those closest must set the pace"
 4. "The 80/20 rule"
 5. "The need for balance"



- When analyzing donor prospects, consider: linkage, ability, and interest
- Uncover the connection between the mission & potential donor's values, interests, personal goals, etc.
- The six 'rights' of fund raising success: "the right person" "asking the right prospect" "for the right amount" "for the right project" "at the right time" "in the right way".

- Demand-side model: takes on a sales approach, attempting to 'market' the needs of a nonprofit (and its services) by whatever means (plea, guilt, coercion, etc.).
 - Supply-side model: focuses on making donors think about their wealth, what it means to them, and lead them to 'consider' how they might share their wealth for a public good that will bring them happiness and satisfaction.
 - Don't feel guilty! You are helping people with access to wealth realize their life goals, helping them trade their money for more meaning. This is a dignified act.
 - Donors need to be asked to give.
 - End with ask, wait for response.
 - Acknowledgement and thank you with every donation.
 - Don't be a one-hit-wonder, getting what you need and never coming back.
 - Constant communicating how gift is used and demonstrating the highest level of accountability.
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- Create email list!
 - Check your assumptions at the door: A common misconception is that groups of people who are recipients of assistance can't be givers.
 - Don't just disseminate info, but stir people's emotions & intellects
 - Case for support = (sum of all reasons why anyone should give) includes answers to: 1. Why does your organization exist? (mission, vision) 2. What are the people's needs? 3. What services do you provide to meet people's needs, and 4. What do potential donors get out of their giving?
 - When asking keep in mind:
 - Cultural awareness,
 - Appropriate communication,
 - Sensitivity to major events in donor's life,
 - Being persuasive not being a pest
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- Develop authentic relationships!
 - Research: who has given to similar causes? Who in your town has an identity as a “philanthropist” if you don’t know, visit places like universities or museums and read list of names or ask around.
 - Methods: Person to person, telephone, direct mail, email, special events, benefit shows, art auctions, crowdsourcing, grants.
 - Face-to-face request (50%), Personal phone call (25%), Personal letter (15%), Phone-a-thon (10%), Special ‘in-house’ mail appeal (6 – 10%), Direct mail prospecting (1 – 3%), Online (????).
 - For each strategy: Goals (number of donors to reach, \$ to raise, % of the total, etc.) Activities (action steps), Responsible person(s), Timeline, Cost.
 - Practical steps with a big impact: Strong website with a “donate now” feature, accepting cryptocurrencies
 - Software: Action Network, Blackbaud, TechSoup
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*GRASSROOTS
FUNDRAISING*




How to find the best potential donors

1. Yourself
 2. Family
 3. Friends
 4. Allies (organizations)
 5. Co-workers
 6. Leaders of Organizations
 7. Business Owners
 8. People who love your mission
 9. Other social justice organizations
 10. Lawyers/Law Firms
 11. Religious Congregations
 12. People with wealth
 13. People with access to wealth
 14. Others?
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How to Raise \$3,000 in your own community

- Write down 10 individuals you personally can ask for a \$20 donation for your movement.
 - Write down four individuals you can ask for a \$200 donation.
 - Write down one person or institution you can ask for \$2,000.
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*BEWARE THE
NONPROFIT
INDUSTRIAL
COMPLEX*



Beware the Nonprofit-Industrial Complex

- Diverse funding base is important for organizational sustainability
 - What about non-\$ donations!?
 - The non-profit industrial complex is a term which describes how non-profit organizations are wedded to sources of power and money and larger systems which have no desire to advance, and might hinder or undermine, movements for social change (Incite! Women of color against violence, 2007)
 - Don't create programs to satisfy funders, create programs to support people's survival and self-determination
 - When we do this, contrary to what many assume, this principled solidarity is found to be not just financially viable, but actually highly desirable to funders, many who have grown tired of the charity social service model and crave a more meaningful, authentic, holistic relationship and impact.
 - If, however, in order to achieve funding or maintain a superior position as gatekeepers, organizations find themselves dictating the priorities or needs of impacted individuals and communities, rather than encouraging and responding to their self-determination, then it is clear that they need to re-center their priorities
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Beware the Nonprofit-Industrial Complex

- Power will always be offering the opportunity for comfort and complacency, stature, and prestige. Our organizations and movements should be opening up avenues of power, but we should be wary of who our elbows are rubbing next to, lest we lose our urgency and fighting spirit.
- If we are to become longer-lasting, and effective long-term we must show that we are immune to the allures of co-optation. And once this is made clear, prepare for and weather the discrediting campaign or other repression that will likely follow this realization.

