

# Fourteen Steps to Better Fundraising

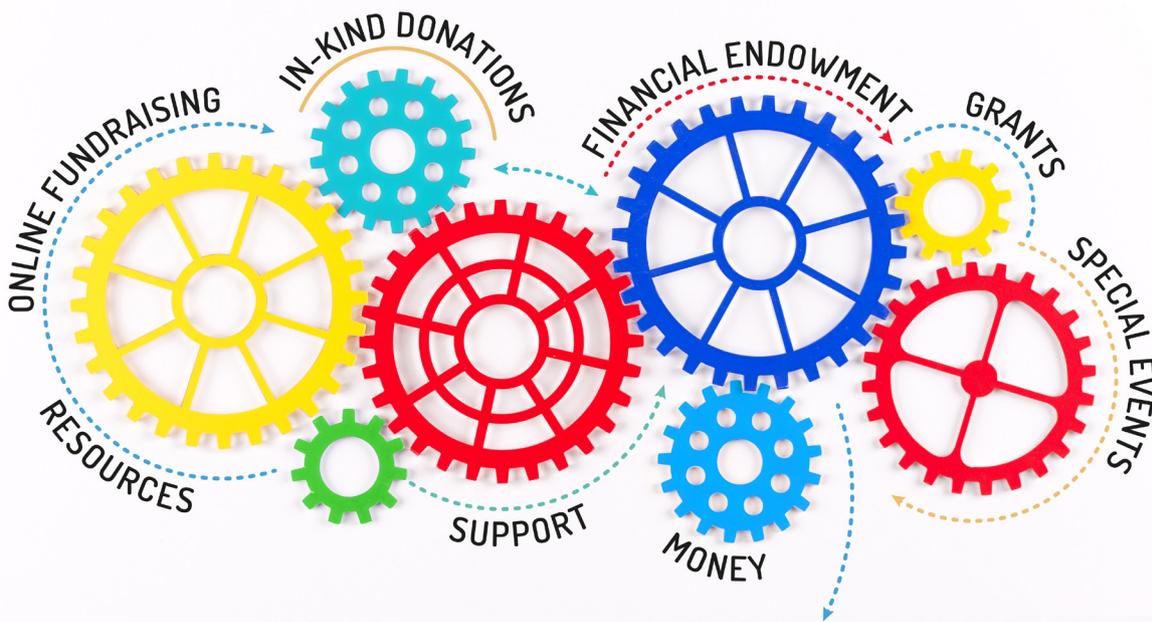
These ideas hold the keys to transformational fundraising.

By Alyson Ball

Studies show that many nonprofit boards and staffs are confused about their roles in fundraising. Both think that the other needs to raise more money – and both are convinced that the other is falling down on the job. Here’s a list to clarify roles and assure fundraising success. Send it to your board’s Fundraising Committee today.

- 1. Don’t let fundraising fall in “no-man’s land” between staff and board.** The staff owns the fundraising plan – including creation and implementation. The board supports the fundraising plan at the request of the CEO.
- 2. Treat fundraising and marketing as an essential part** of your organization’s operations – not an afterthought. As the CEO, you should spend a minimum of 30-40% of your time on fundraising.

- 3. You (the CEO) or a staff person should create an Annual Fundraising Plan** (a monthly budget of income from each source of funds). Include “Fundraising Budget against Actual” in your report at each board meeting.
- 4. Watch your results carefully.** Cut out fundraising programs that don’t work.
- 5. Create and execute a marketing plan** that raises awareness of your organization and its achievements in your community.
- 6. Remember that 80-85% of all U.S. nonprofit funding comes from individual and major donors.** Achieve this percentage for your organization by strengthening your individual and major donor programs.
- 7. Invest time and money in a donor database** that will perform the functions you need.



# Fundraising



“As the CEO, you should spend a minimum of 30-40% of your time on fundraising.”

there’s a prominent “DONATE NOW” button on your website – and in each e-newsletter.

- 14. Give me a positive reason** to send you money – not just that your funding is down this year. Everyone likes to be associated with a winner. 

- 8. Build strong relationships with your donors**, and establish multiple, meaningful contacts with each donor each year.
- 9. Tell more stories** about the people affected by your work and the results you’re achieving.
- 10. Personally visit your major donors** to thank them for their past donations. Tell them the results you’ve achieved with their money and ask them to invest in your specific plans for the future.
- 11. Thank your donors in writing, by e-mail, by phone, and in person** (publicly and privately). You can not thank donors enough. Get your board to help.
- 12. Be sure that every board member takes part in one or more aspects of your fundraising plan.** For example, board members can thank donors, open doors, approach foundations, organize fundraising events, hold information parties in their homes, speak to community groups, and tell their friends and family how lives are changing as the result of your work.
- 13. Run, don’t walk, to use technology** (social media, e-mail, e-newsletters and websites) to communicate with friends and donors of the organization. Make sure



*Alyson Ball (alyson@boardsthatexcel.com) is president of BoardsThatExcel.com and an adjunct faculty member at the University of Virginia School of Continuing and Professional Studies, where she teaches courses to promote best practices for nonprofit organizations and their boards.*

## Learn More (NonprofitWorld.org)

**Top 10 Trends: How Major Donors Are Changing & What to Do About It** (Vol. 31, No. 4)

**Harnessing the Internet to Raise Funds** (Vol. 31, No. 2)

**How Your Board Members Can Raise Funds without Asking for a Dime** (Vol. 19, No. 6)

**The Best Marketers Money Can’t Buy** (Vol. 32, No. 3)

**Accelerating Fundraising through Social Media** (Vol. 28, No. 3)

**Free Webinar Recording for Members: Surviving the Meltdown without Having One.** Learn how to win funding by standing out from the competition.

## Enjoy Reading NONPROFIT WORLD ?

Here are more benefits of membership in the Society for Nonprofits

- 12 issues of **Nonprofit World Funding Alert**, providing monthly updates on grant and funding opportunities
- **Membership in GrantStation**, with instant access to over 5,500 grantmakers via the Find-a-Funder searchable database
- **Complete access to over 1,200 printer-ready management articles**, searchable by author, key word, or subject
- **Discounts on products and services**, including books, audiotapes, videotapes and Webinars presented by experts in the field
- **Reduced enrollment fees** from the Learning Institute for the Society’s Certificate of Excellence in Nonprofit Leadership and Management
- **Free job postings** on our NonprofitCareers.org job site

For more information, visit: [NonprofitWorld.org](http://NonprofitWorld.org)

