

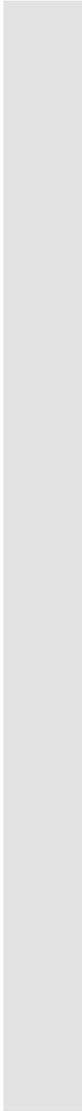


# Association of Gleaning Organizations

Fundraising Webinar 10/28/2021

D'Lynn Burgess, Development Director

The Society of St. Andrew



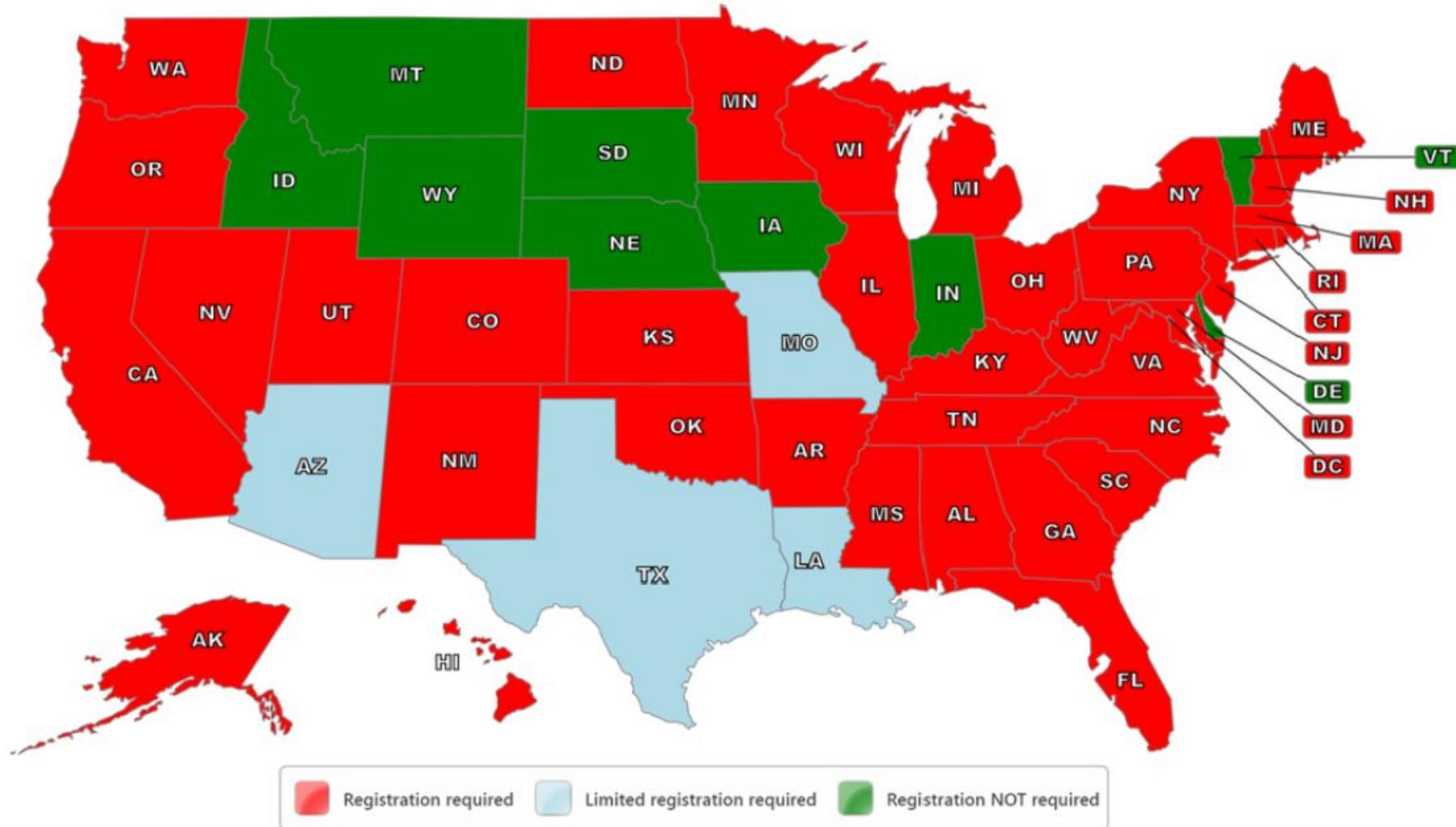
# What is Fundraising?

- Fundraising is the process of soliciting financial support to bring in revenue for an organization's mission.
- Fundraising is much more than just asking for money.
- Through fundraising, charitable organizations build relationships, secure funding, and attract new donors.
- Anyone can fundraise!

# Fundraising is a regulated

- Asking for donations, or soliciting funds, is a regulated activity.
- Most states require charitable solicitation registration and renewal, unless a specific exemption applies.
- A charitable organization does not need 501(c)(3) tax exempt status to solicit and accept donations.
- However, an organization does need 501(c)(3) tax exempt status for a donor to receive a tax deduction for their donation.

# CHARITABLE SOLICITATION REGISTRATION



*This is provided for informational purposes only and should not be considered, or relied upon, as legal or tax advice.*

# Be prepared to share!

- Develop and practice an “elevator pitch” for your organization.
- An elevator pitch explains what you do, why it’s important, and specific ways others can help. An elevator pitch should:
  - 1) Convey your nonprofit’s mission
  - 2) Be clear and concise
  - 3) Encourage listeners to take action

Who can you  
ask to  
financially  
support your  
organization?

Potential Sources of Income:

- Individuals (family, friends, volunteers)
- Community organizations
- Local businesses
- Private foundations
- Corporate foundations
- Local, state, and federal agencies

## Where do you find these potential funders and donors?

- Annual Reports from other non-profits in your area.
- Foundation search tools. Foundation Center Online offers a free version. Google foundations in your area.
- Search corporation websites for the “giving back” or “community” sections.
- Research local companies. Most businesses want to support programs that benefit their community.
- Any person you encounter could be a potential donor.

## Record keeping & thanking donors

- Keep a record of gifts and donations in a database or an excel spreadsheet.
- Record name, address, phone number, email address, gift date, gift amount.
- Thank donors for each gift given. Thank them promptly.
- Thank them via phone calls, handwritten notes, email notes, typed letters, etc.

# Donor Management

- Get to know your donors. Why did they get involved with your organization? What are their interests? What do they care about?
- Keep donors informed about all of the good things they are accomplishing through their donations to your organization.
- Donors want to know what you achieved with their money; why they made the right decision to support you; and that you value them.
- Donors are the heroes!

# Resources

- [www.classy.org/blog/elevator-pitch-for-nonprofits](http://www.classy.org/blog/elevator-pitch-for-nonprofits)
- [www.councilofnonprofits.org/find-your-state-association](http://www.councilofnonprofits.org/find-your-state-association)
- [www.fconline.foundationcenter.org](http://www.fconline.foundationcenter.org)
- Recommended fundraising gurus' newsletters/blogs: Claire Axelrad, Jeff Brooks, Moceanic Fundraising, Tom Ahern, Sandy Rees.