



Center for
Nonprofit
Management

Effective Fundraising Strategies

2022 Virtual All Agencies Conference
September 14, 2022

Joni Byun

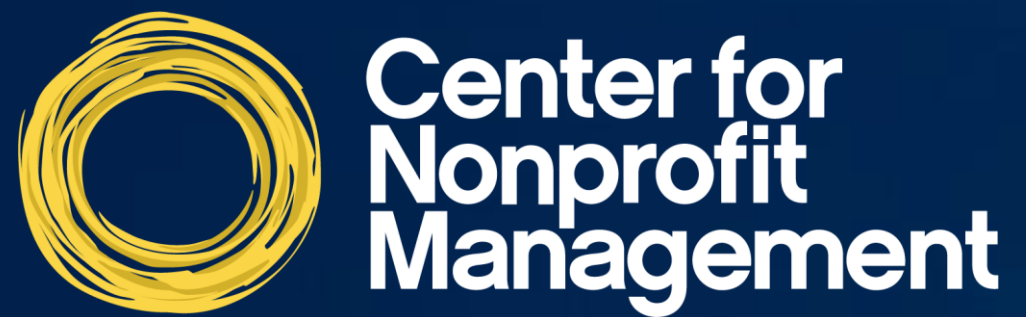
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Founded on the explicit need to support local nonprofit leaders, Center for Nonprofit Management (CNM), for over 40 years, provides clients the knowledge, tools, and resources to achieve their mission, build stronger structures, processes and programs for the greatest possible impact for Los Angeles communities.

Our advisors strengthen nonprofits, amplify the impact of their supporters, and uplift the voice of our sector.



AGENDA

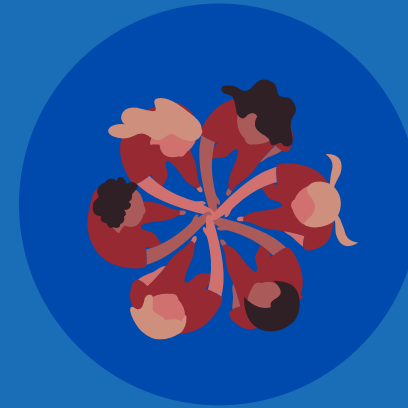
- **Welcome and Introductions**
- **First Steps for Individual Fundraising**
- **Understanding Your Donors**
- **Effective Fundraising Strategies**
- **Creating a Fundraising Plan and Strategy**
- **Wrap Up & Reflections**

UNDERSTANDING YOUR DONORS

TYPES OF DONORS



Individuals



Foundations



Corporate



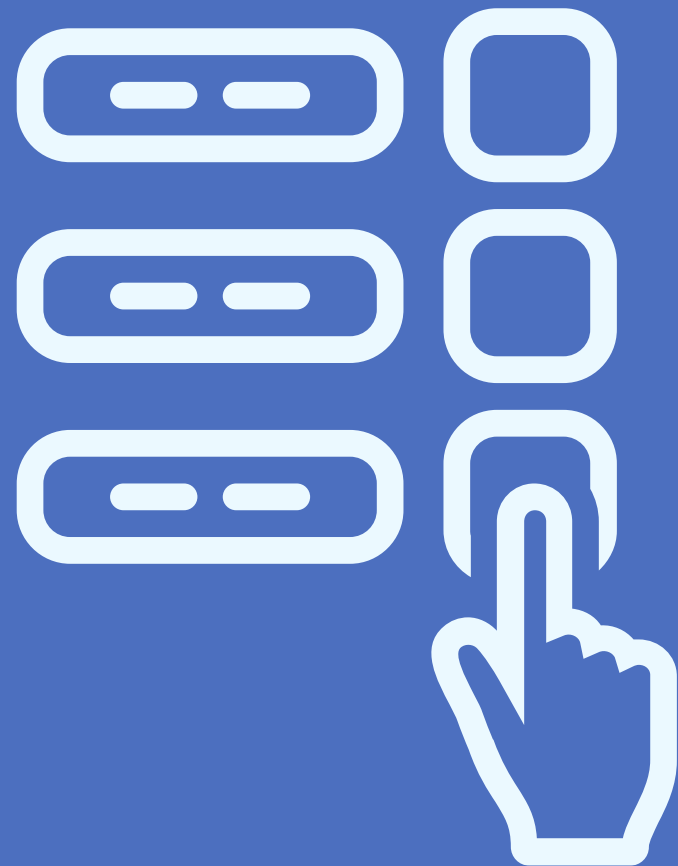
Fee for Service



Government Grants

LET US GET TO KNOW YOU

POLLS



What are the primary fundraising audiences you currently work with?

What is your individual donor retention rate?

FIRST STEPS

FUNDRAISING FOR INDIVIDUAL DONORS

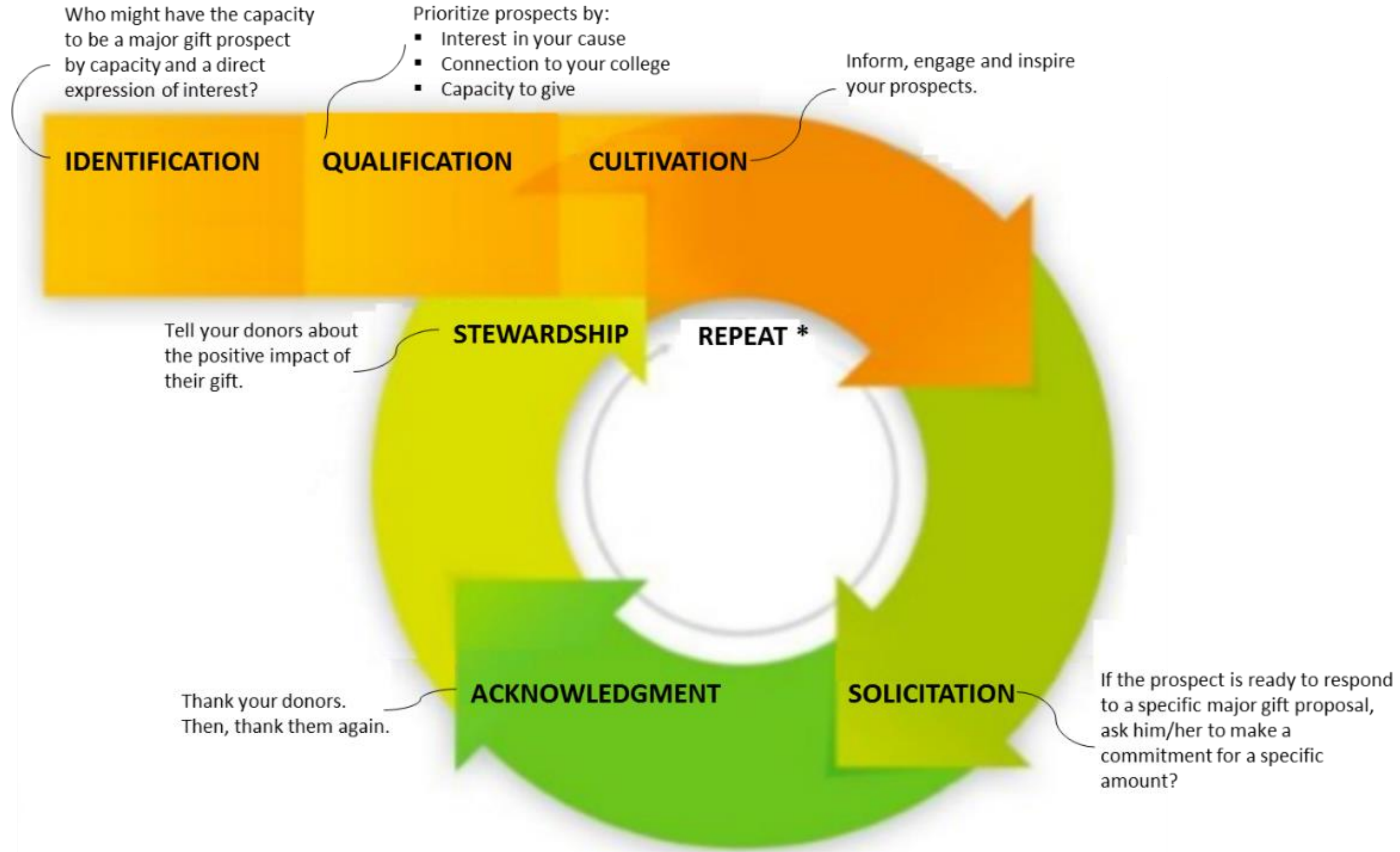
✦ **Stay Community-centric**

✦ **Create a strategy anchored in key messages & objectives**

✦ **Craft a plan comprehensive of budget, resources, and people available**

✦ **Understand your donors or potential donors**

DONOR CYCLE



UNDERSTANDING YOUR DONORS BY BEHAVIOR

Monthly Donors

Board Members

Major Donors

Volunteers

New Donors

Long-time Donors

UNDERSTANDING YOUR DONORS BY MOTIVATION



The Socialite



The Investor



The Heart



The Campaigner



The Legacy Creator

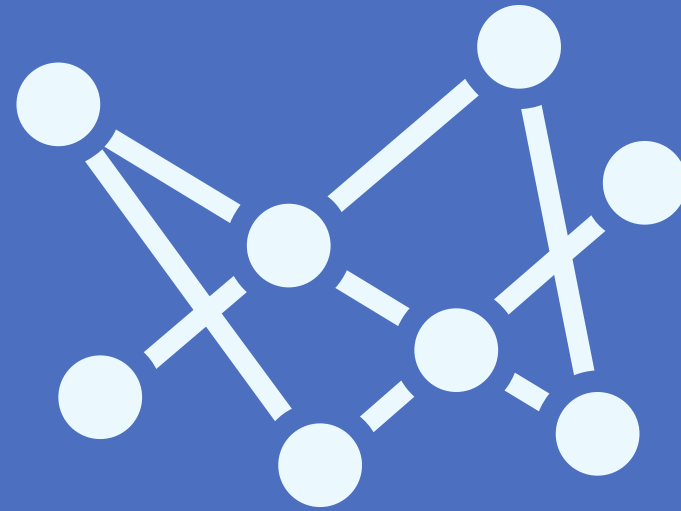
EFFECTIVE FUNDRAISING STRATEGIES



Campaigns



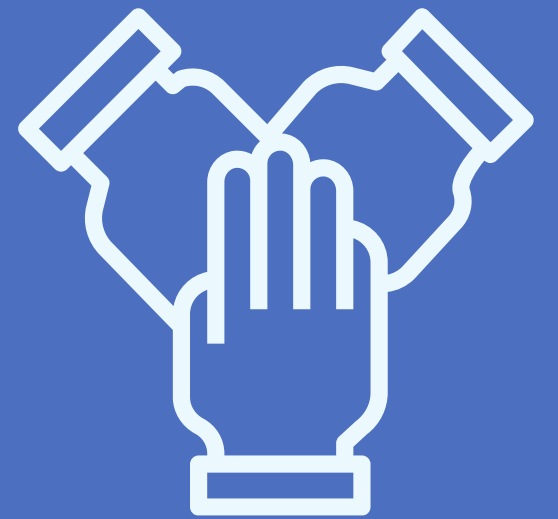
Make it Easy



Create Connections



Tell Stories



Invest

EFFECTIVE FUNDRAISING STRATEGIES

CAMPAIGNS

A fundraising campaign is a strategy nonprofits use to reach a target amount of donations for their chosen cause over a set period. Campaigns raise awareness for an organization's mission and goals along with funds.

There are many campaign types and picking a campaign will depend on your specific goals and the resources you have at your disposal.

EFFECTIVE FUNDRAISING STRATEGIES

TYPES OF CAMPAIGNS

By segment

Capital

Matching

Planned Giving

Advocacy

Gratitude

Mail

Events

Membership & Reoccurring

Social Media

Email

Holidays

Peer to Peer

EFFECTIVE FUNDRAISING STRATEGIES

MAKE IT EASY

Text to Donate

Reoccurring

Employee Matching

Accessible Donation Pages

Social Media

Peer to Peer

EFFECTIVE FUNDRAISING STRATEGIES **MAKE CONNECTIONS**

Donors want to feel connected to your work and each other. This can be through peer-to-peer campaigns, zooms with your clients or staff, or events.

Lead with authenticity. It is vital to make connections with your donors as full people. What are they interested in, and how does that align with your work?

EFFECTIVE FUNDRAISING STRATEGIES

TELL STORIES

What do you make possible with your work? How can you share that with your community?

Don't be afraid to utilize social media, your website, thank-a-thons, mailings, and all the tools you have.

EFFECTIVE FUNDRAISING STRATEGIES

INVEST

You need to invest your team, time, ads, a CRM, resources, and tools so that you can reach more current and future donors.

FUNDRAISING PLAN

WHAT INFORMATION DO YOU ALREADY KNOW?

- Who are your individual donors?
- Do you have data on your campaigns?
 - What were your most successful campaigns?
 - What were your least successful campaigns?
- How are you communicating with your donors? What do they respond best to?
- Are you actively tracking performance towards concrete goals?

FUNDRAISING PLAN

ARE YOUR GOALS SMART?

S

SPECIFIC

M

MEASURABLE

A

ACHIEVABLE

R

RELEVANT

T

TIME-BOUND

FUNDRAISING PLAN

PLAN AROUND YOUR CALENDAR

What are the important days on your calendar, and how can you organize your fundraising plan around those dates?

CREATING YOUR FUNDRAISING PLAN

✦ **Budget and Resources**

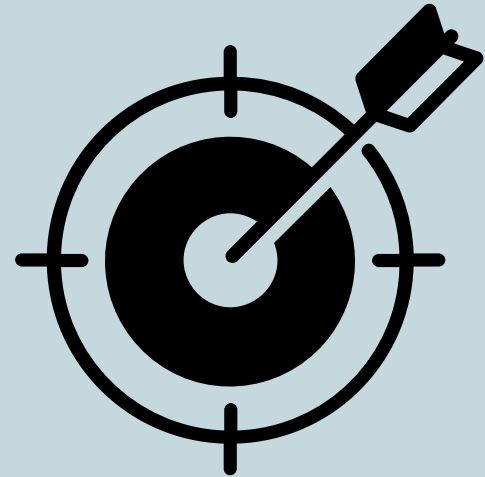
✦ **What is your first step?**

✦ **Is it aligned with your organization's values and mission?**

✦ **Stay Community-centric**

FUNDRAISING PLAN

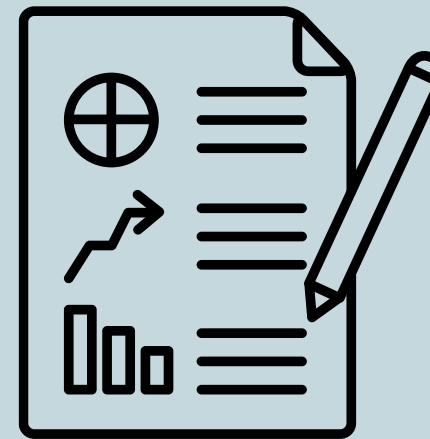
THE FUNDAMENTALS



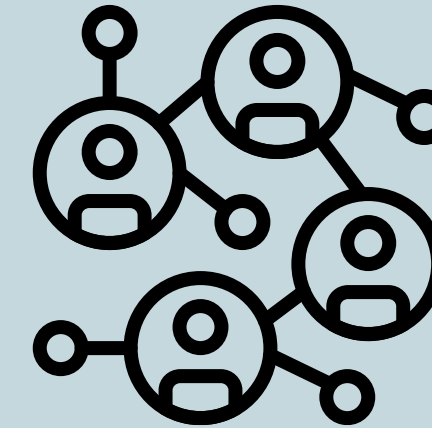
Fundraising
Goals & Target



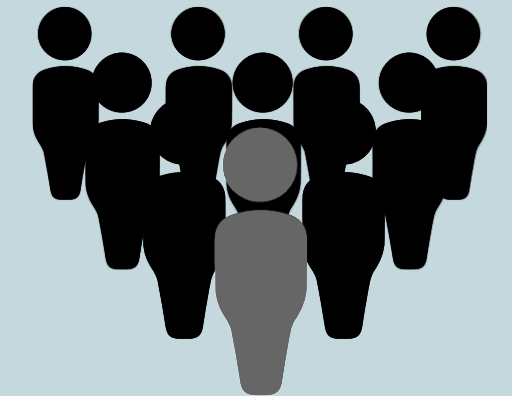
Resources,
Strategy, & Budget



Impact
Data & Stories



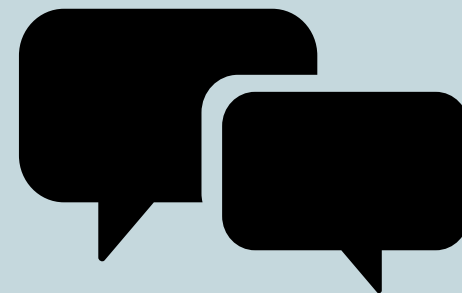
A Well-Developed
Network



Passionate
Campaigners



Culture of
Philanthropy



Avenues to
Share Your Message



Places for
People to Donate



Financial &
Reporting



Systems for Gratitude
& Continued Giving

Questions?

HELPFUL RESOURCES

✦ **CyberGrants (Bonterra),
Benevity, YourCause**

✦ **Community-centric
Fundraising**

✦ **Google Ads Grant**

✦ **The Chronicle of
Philanthropy**

JOIN US FOR THESE UPCOMING CNM TRAINING & EVENTS

ACCESSING RECOVERY FUNDS

Get Help with Prepping and Applying
for Upcoming Government Funding



September 19 & More to Come

Get help preparing and applying for government funding – particularly the American Recovery Plan funds.

DEI AND NONPROFIT HIRING

VIRTUAL SEMINAR

September 21

Timely tools and strategies for more equitable hiring practices.

SUPERVISANDO EXITOSAMENTE

SEMINARIO VIRTUAL

12 de octubre/October 12

Empoderando sus habilidades de gerencia y supervisión.

Building your Management and Supervision Toolbox.

Learn more and Register at cnmsocal.org/events



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Center for
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Thank You

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