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
What are the primary fundraising audiences you currently work with?

What is your individual donor retention rate?
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

**Identification:**
Who might have the capacity to be a major gift prospect by capacity and a direct expression of interest?

**Qualification:**
Prioritize prospects by:
- Interest in your cause
- Connection to your college
- Capacity to give

**Cultivation:**
Inform, engage and inspire your prospects.

**Stewardship:**
Tell your donors about the positive impact of their gift.

**Acknowledgment:**
Thank your donors. Then, thank them again.

**Solicitation:**
If the prospect is ready to respond to a specific major gift proposal, ask him/her to make a commitment for a specific amount.

**Repeat:**

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
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
- Advocacy
- Capital
- Matching
- Planned Giving
- Mail
- Social Media
- Peer to Peer
- Events
- Membership & Reoccurring
- Email
- Holidays
- Gratitude
- Peer to Peer
EFFECTIVE FUNDRAISING STRATEGIES
MAKE IT EASY

- Text to Donate
- Accessible Donation Pages
- Reoccuring
- Employee Matching
- Social Media
- Peer to Peer
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?
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.
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?

SPECIFIC  MEASURABLE  ACHIEVABLE  RELEVANT  TIME-BOUND
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
  - Is it aligned with your organization's values and mission?
- What is your first step?
- 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

Google Ads Grant

Community-centric Fundraising

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

September 21
Timely tools and strategies for more equitable hiring practices.

SUPERVISANDO EXITOSAMENTE
SUPERVISING SUCCESSFULLY

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
Thank You

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