

WASHINGTON STATE COALITION

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AGAINST DOMESTIC VIOLENCE

Fundraising: Five Ways for Board Members to Raise \$500

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For the Washington State Coalition Against Domestic Violence

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Kim Klein is internationally known as a fundraising trainer and consultant. She is a member of the Building Movement Project and leads workshops on tax policy and the importance of the “commons” for them as well as being a regular contributor to their website. She is the Chardon Press Series Editor at Jossey-Bass Publishers, which publishes and distributes materials that help to build a stronger nonprofit sector, and the founder of the bimonthly Grassroots Fundraising Journal. She is also the author of *Fundraising for Social Change* (now in its fifth edition, 2006), *Fundraising for the Long Haul* (2000), which explores the particular challenges of older grassroots organizations, and *Ask and You Shall Receive: A Fundraising Training Program for Religious Organizations or Projects, Raise More Money* (2001) which she edited with her partner, Stephanie Roth, and *Fundraising in Times of Crisis* (2004). Widely in demand as a speaker, Kim Klein has provided training and consultation in all 50 states and in 21 countries.



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Fundraising: Five Ways for Board Members to Raise \$500

All good fund raising plans have one thing in common: they show a diverse number of sources for their income. The board of directors plays a crucial role in the selection, implementation, and evaluation of fundraising strategies. In addition to other ways that board members may participate in fundraising, they individually commit to raising and giving a certain amount of money, or commit to working by themselves on specific strategies with no financial goal attached.

It is a good idea for board members doing fundraising on their own to write up their plans. This “contract” allows staff to know when they might be called on to help, ensures that events don’t happen on the same day, or the same donors aren’t solicited by several board members, and also helps to remind board members of their commitments.

Presenting board members with fifty-five ways that would work for your organization helps counter the excuse, “I would help but I just don’t know what to do.” Having each board member write out a plan, with goals and a timeline, also gives them a sense that if they do their best with this plan, they will have helped significantly. Many board members feel that fundraising is never ending, and that no amount of effort is enough. “Whatever I do, I could have done more, and probably should have,” they say. This feeling of inadequacy leads to high turnover, burn-out, and resentment in boards. Specific fundraising contracts can help avoid that result.

1. Give it yourself. This is the easiest way for those who are able, although if you are able to give this much money you should be helping raise much more than \$500.
2. List all your friends who are interested in your organization, or similar organizations. Decide how much each one should give. Write to them on your own stationery, include a brochure from the organization and a return envelope. Phone those people who don’t respond in two weeks. Some people will need 10 friends to give \$50, and some people need 50 friends to give \$10. Most people will need a combination such as: 2-3 @ \$50; 4-5 @ \$25; 15 @ \$10.
3. Give part of the \$500. Then ask your friends to join you in giving \$25, \$50, or whatever the amount to match your gift. This is most effective because you are not asking them to do anything you haven’t done.
4. Set up a challenge campaign. Challenge gifts can be quite small. Tell people you’ll give \$5 for every \$25 they give, or will match every \$10 gift up to ten gifts. For added suspense, make this challenge during a fundraising event. You or the host can announce, “We now have the Dave Buckstretch Challenge. For the next five minutes, Dave will give \$5 for every new member that joins Worthy Cause.”
5. If your organization has a diverse funding base with several grassroots fundraising strategies in place, use them all: Sell 100 raffle tickets = \$100; Give \$50 = \$ 50; Bring 10 people to an event that costs \$10 = \$100; Buy two gift memberships @ \$15 = \$ 30; Get 15 friends to join @ \$15 = \$225.

Coalition Note: We hope these 5 simple ideas have inspired you to think of others. If you would like to see other innovative ideas, you can get free access to the article *53 Ways Your Board Can Raise \$1,000*, by going to www.grassrootsfundraising.org/howto/v15_n1_art03.pdf

The Grassroots Institute for Fundraising Training (GIFT) website at www.grassrootsfundraising.org is a treasure trove of resources not only on fundraising, but on community organizing, working with volunteers, and managing an effective board of directors.