

Fundraising 101:

Making Your Case and Inviting Others to Fund Your Good Ideas



Core Thoughts:

- Churches already run a ‘fundraising model’ through accepting tithes. Use this training to build on and refine what you already are doing
- Fundraising is about Relationships much more than it is about asking for Money

Relationship Essentials in Fundraising

1. Clear Intentions
2. Mutually Beneficial
3. Commitment
4. Gratitude and Continued Relationship

1. Clear Intentions: Make your Case Communicate your intentions of the programs, and how you’ll be utilizing their generous gifts, giving donors the assurance that you’ll be holding yourself accountable.

Case for Support Basics and Examples

(Template in Appendix 1)

What is your Vision? Who are you? What is your hope for the world?

Example: As a church in Vancouver that believes in the inherent value of each human as part of God’s family, we dream of a world where children are provided the healthy food they need every day

What is keeping this vision from being reality? This is where you explain the problem or issues with statistics, or stories, or other tools

Example: In BC, statistics show that 1 out of 5 children are living in poverty in BC. Sadly, 32% of women-led single parent households in BC are living in food insecurity.¹

¹ 2020 BC Child Poverty Report Card, First Call BC Child and Youth Advocacy Coalition, December 2020: https://firstcallbc.org/wordpress/wp-content/uploads/2020/12/First_Call_Report_Card_2020_Dec_web_final.pdf

What is your plan to overcome the problem? What will you do with the donor's money?

Example: We run a food pantry for families to access healthy food. Also we will provide well educated outreach staff to find referrals to helpful resources for parents and families

What are the costs of running this program? Some basic budgeting information

Example:

Annual Costs

Pantry amenities and rental space: \$30,000

Food for the year: \$20,000

Part Time Outreach Staff: \$25,000

Call to Action (CTA) What can the donor do to help?

Example: \$300 donation provides 5 families with a food hamper, \$25 each month gives 5 families a family hamper each year, volunteers can pack food hampers, businesses can provide Gift In Kind (eg. a grocery store giving canned goods)

2. Mutually Beneficial: Offer an Invitation Try to think of fundraising as inviting donors into the opportunity to have the positive impact that they actually want to have on their community. Show them how they can join!

"Donors cannot guess your needs. Your communications have to express those needs."²

Illustrate the problem and the hope

- Be simple, direct, dignifying, uplifting, and honest

What Impact will come of the donor filling the needs?

- Tell them what impact each amount of money will have, let them know the options and they can see how their dollar will have an impact

How can the donor give?

- Make donations to your program easy and accessible!

Who is the most likely to give?

- Church congregants, followers on social media and previous donors are most likely to give to your program, so aim your information at them!

Example: Appendix 2

² *Keep Your Donors: The Guide to Better Communications & Stronger Relationships, Joyaux & Ahern, 2008, p. 104*

3. Commitment: Monthly donors prevent you from moving between famine and feast. They keep you operating in sustainability. Not every person wants to give monthly - but have you even made the option available to them?

Make it Simple: Is it easy to give monthly?

Add an option to your online giving!
Add an option to your mail giving!

Donate by Mail

Please use my gift of:

\$32.90 to help 10 people \$ _____ to feed and care for as many as possible
 \$65.80 to help 20 people **Make this a monthly donation**
 \$98.70 to help 30 people
 \$131.60 to help 40 people

Monthly Donation Agreement: I may revoke my authorization at any time, by providing 15 days notice. To cancel this agreement please contact UGM. I understand I have certain recourse rights if any debit does not comply with this agreement. To obtain more information on your recourse rights, you may contact your financial institution or cdepp.ca
All donations will be used for Board-approved programs and projects. When any need or project goal has been met, extra funds will be used in areas of greatest need. We respect your privacy and do not rent or sell our mailing lists.

\$3.29 Provides Hope & a Hot Meal

Save lives during the COVID-19 Crisis

\$150.00 helps 45 people in need.

\$250
\$150
\$100
\$50

\$ 150.00
CAD

Give \$150.00
Give Monthly

Break It Down: What will their Monthly Giving Do?

“Donors want reassurance that their monthly gift is going to make a difference, so it is important to explain exactly what that donation will accomplish.”³



³ “3 Tried and True Techniques That Encourage Monthly Giving”, Allison Gauss, Classy.org;
<https://www.classy.org/blog/3-tried-and-true-techniques-for-successful-monthly-giving/>

Contact churchrelations@ugm.ca with questions, suggestions, or to access more resources.

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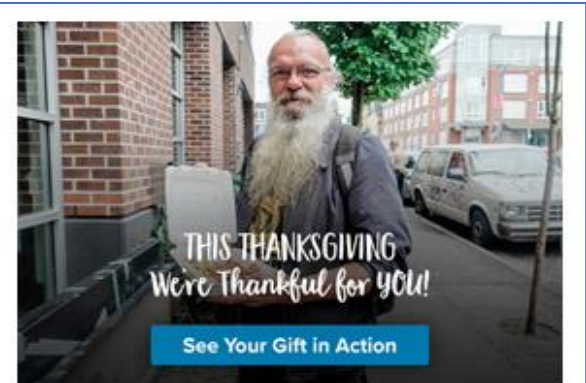
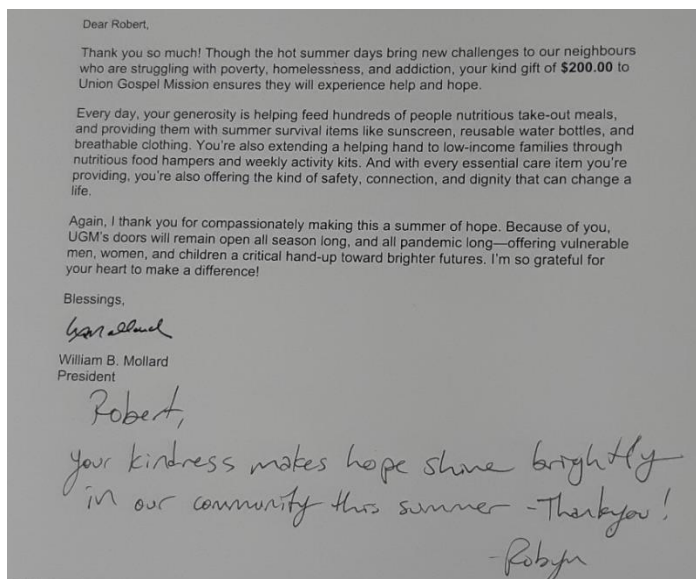
4. Gratitude and Continuing Relationships: Gratitude builds up your wonderful donors, and continuing the relationship ensures they can keep giving.

Stewardship: Taking care of the donor's gift by showing gratitude, appreciation, and how it's being used wisely for the goals of the work.

Cultivation: Ongoing connection with your donors regardless of whether they've given recently or not. Build the relationship! Show them they're not forgotten!

Stewardship Examples:

- Automatic "bounce back" emails when someone gives online - saying 'thankyou!' with the copy of their e-receipt
- Writing Thank You on their paper receipt (if you do paper receipts)
- Mailing them to thank them for supporting a specific thing (e.g. "Thank you for giving donations to our Summer Food Pantry needs as kids are home again and parents on low-incomes are struggling with more financial burdens")



Hi Stanley,

I can't tell you how grateful I am for your generosity this Thanksgiving. Your support is always appreciated, but this year your help has been especially meaningful.

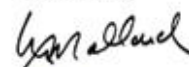
With your help, our team of staff and volunteers were able to hand out thousands of holiday dinners to-go this Thanksgiving. Over 1600 members of our community enjoyed hot servings of turkey, mashed potatoes and all the trimmings—and it's all thanks to you!

[See Your Impact!](#)

Stanley, thank you for pitching in however you could this Thanksgiving. Your efforts do not go unnoticed by all of us here at UGM. We're so thankful to have such amazing supporters who care so deeply for people who are struggling to get by.

Because of you, more individuals like Jack will be able to access life-changing support this fall. Your Thanksgiving gift helps people experiencing homelessness, poverty and addiction open the door to a brighter tomorrow.

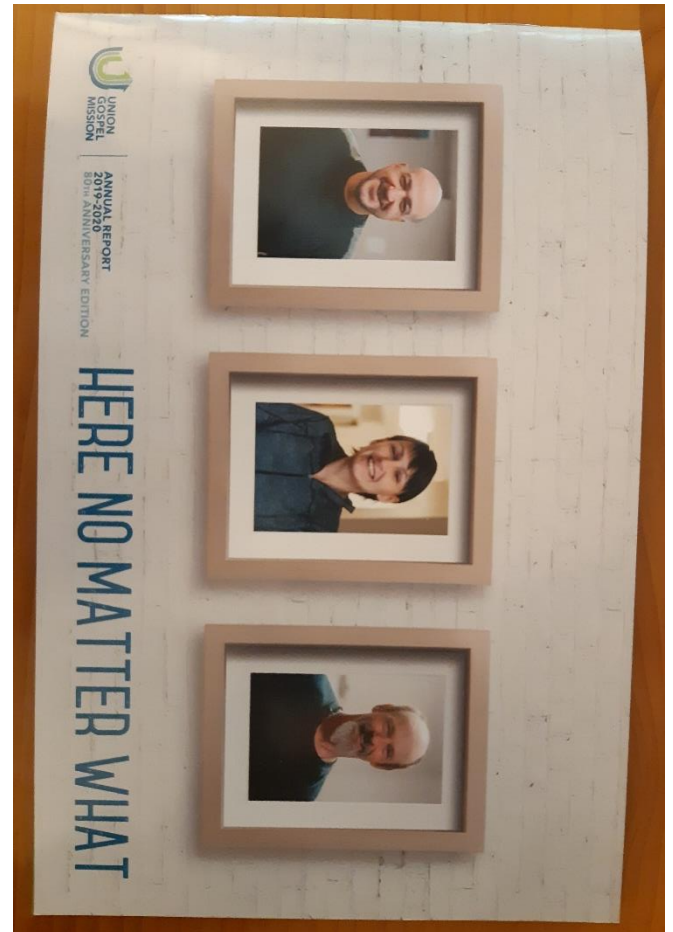
With Gratitude,



 **William B. Mollard**
President, Union Gospel Mission

Examples of Cultivation:

- Newsletters! Regular updates through email or mail that give a general update on ways the program is running- mailed to previous donors. Quarterly, Bi-Annually, or Annually
- Unique Updates on new things through email and mailings - e.g. Hiring on your first outreach worker, starting a new program, responding to new needs (e.g. if more families are in poverty due to Covid)
- Seasonal checking-in - Christmas Cards/E-cards, Annual Reports
- Church-wide updates - your church probably wants to hear what your program is up to, so doing a seasonal update would be great - in person or filmed for Zoom



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Notes about Ethical Storytelling

Please read more on consent, compensation, and ethics when sharing others' stories:
<https://www.ugm.ca/informed-consent/>

1. Uplift your clientele even while mentioning problems and how to help

If someone talked about *your* troubles, would you want them to ignore how much you've tried to overcome your problem and survived the difficulty? Would you like to be mostly *pitied*? Offer a balanced view

Example: Rather than: *"These people are struggling so much, thank you for providing so much help,"* instead something like: *"Our incredible community members have been facing difficult challenges this year, thank you for providing supports that uplift so many people in complicated times!"*

2. Avoid Us/Them phrasing and language:

We are all one big family in the sight of God. We don't want to "other" someone, it makes people feel lower-than, less-than, or outside of the circle of community.

Avoid *"These people"* or *"Those people"* or *"These kids/families"*. It sounds like you're making a presentation of an object, rather than introducing your fellow community members. Empower people through your language, like *"Parents accessing food support"* or *"Kids enjoying our afterschool programs"*

3. Notes about Terminology:

These days everyone is talking about how words matter. So then, what are the right words? Well, it's nuanced.

The best way to find out what's preferred, is to *check with the people who you're writing about!* Or Google it and see what the generally respectful terms are. Language changes all the time, it's okay to change with it in the pursuit of justice and wellness and care.

When in doubt, default to 'people'! E.g. *"People in homelessness"*, *"People with low incomes"*

Note: When it comes to the work UGM knows best, we ask you never use these dehumanizing terms: *The Homeless, The Poor, The Needy, Hookers, The Hungry, The Hopeless, Addicts, Junkies*

Appendix 1: Case for Support Template

Who are you? What is your basic, guiding vision about the world/community?

What is keeping the vision from being reality?

Statistic #1 (with reference):

Statistic #2 (with reference):

What is your plan to overcome the problem? (Overview of basic aspects of your programming)

What will this cost? What resources will you need? (share basic overall numbers, not details on who your vendors are, or where you got the quotes of costs, or breakdown of each cost)

Annually:

Facility costs: _____

Staff costs: _____

Supplies costs: _____

Call to Action – how can your community support?

What specific donation amounts can accomplish: _____

How do they donate? _____

Volunteer opportunities: _____

How do they connect to volunteer? _____

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Appendix 2: Sample of Inviting a donor on board

Hi [donor name],

At [organization], we love to see hope restored and our communities uplifted!

I wanted to introduce you to our neighbour, Janice. Janice was already budgeting every dollar in order to make ends meet as a single parent with two kids. When rent went up, the pandemic hit, and one of her part-time jobs fell through, life got difficult. Janice found out about our food pantry when seeking food assistance, and received nutritious food for her kids and herself!

As well, our outreach staff helped her find housing with cheaper rent, and she's been finding much more stability again. Today she is volunteering in our pantry to offer the same help to others that she once received!

We're so excited we get to do this work, and we're so grateful that we have the support of so many generous people who are giving more people like Janice the opportunity to find what they need.

We aim to offer 500 families a nutritious food hamper every month, offering many more like Janice the opportunity to find supports to feed her family, and the next step into finding a lasting stability.

Every donation of \$60 gives a family a nutritious food hamper full of canned goods, fresh vegetables, and a \$15 gift card for a local grocery store. We're so grateful that our donor family makes this possible.

Find out more at our website [website location] and thank you for your continued care for our community!

Blessings,

[name]

Appendix 3: Further resources and learning!

Contact churchrelations@ugm.ca with questions, suggestions, or to access more resources.

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Article: "Donor Stewardship: Create Lifelong Donors in 6 Steps"

<https://www.ggiv.com/blog/donor-stewardship-guide/#:~:text=The%20cultivation%20cycle%20is%20the,stay%20involved%20in%20your%20organization.>

Blogs with great tips:

<https://www.networkforgood.com/nonprofitblog/>

<https://www.mightycitizen.com/insights>

<https://nonprofitaf.com/patreon/>

Email Subscriptions to free **webinars** on fundraising

<https://www.networkforgood.com/webinars/>

<https://bloomerang.co/resources/newsletter/>

<https://www.classy.org/blog/subscribe-classy-social-impact-blog/>