



Broadening Your Fundraising Net: Building a Financially Healthy Organization

Presented by

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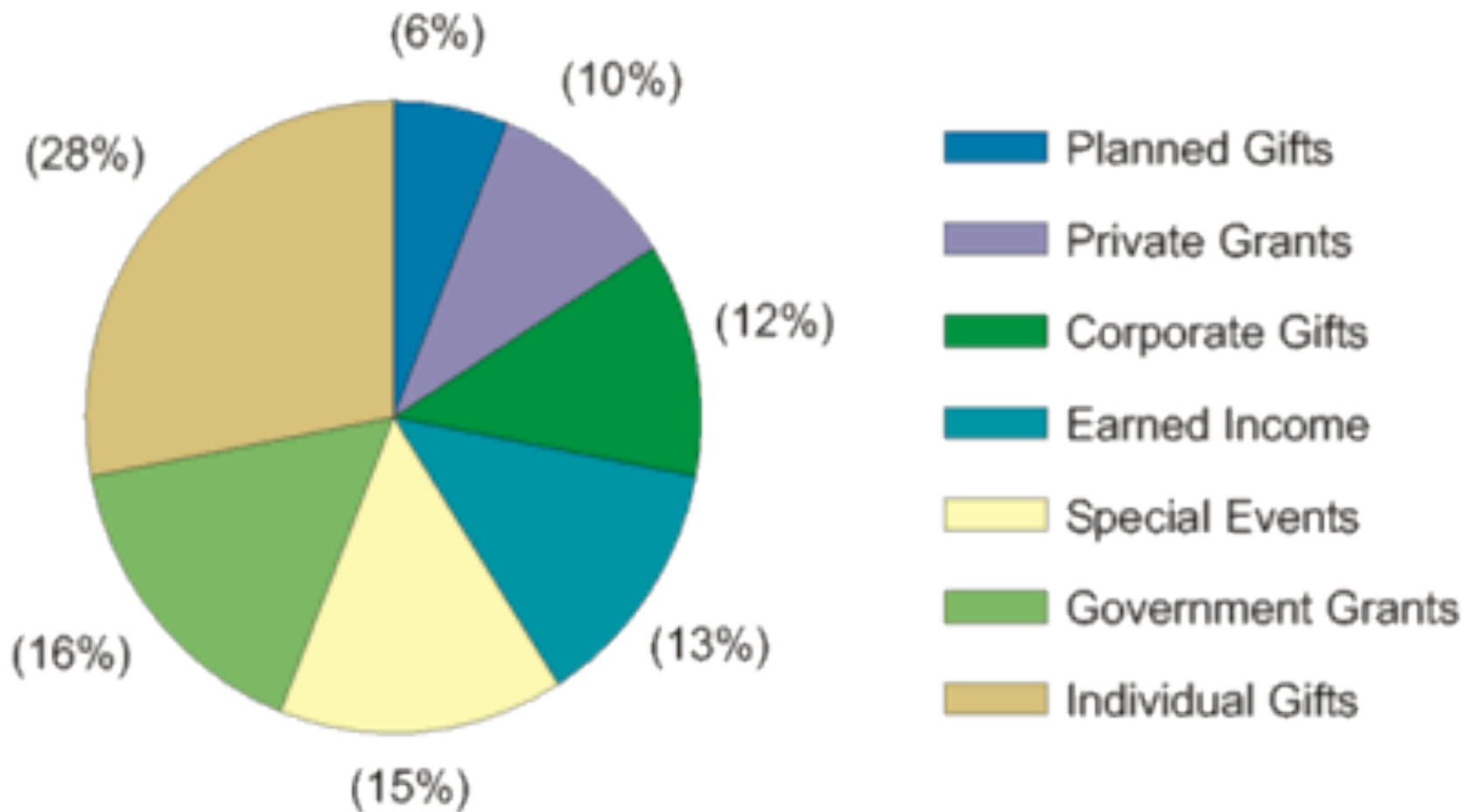
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Today's Agenda

1. How and why you should assess your existing revenue streams
2. Ways to boost your bottom line by building on what you already have
3. Best practices to keep in mind when developing a funding plan
4. Where to find a few quick and practical assessment tools to ground your work

Assess your current income



Reality Check Sheet

Develop your own Reality Check Sheet

- Every organization should have at least four or five different types of funding sources
- Between 30% and 50% of your income should come from individuals
- With the exception of individuals and earned income, no single source of funding should exceed 25% of your annual income.
- 7% to 15% of an organization's annual income should come from business/corporations
- Earned income/nonprofit enterprise should make up 10% to 15% of your annual income
- Special events should generate 10% to 15% of your annual income
- Grant awards from private grant makers should make up about 5% to 10% of your annual income.

Build on your strengths

- **INCOME SOURCE ASSESSMENT SHEET**
 - **Membership/Individual Gifts**
 - Strengths
 - Weaknesses
 - Ideas to improve
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- **Major Donors**
 - Strengths
 - Weaknesses
 - Ideas to improve

Develop a Strategic Funding Plan

*“Genius is the ability to reduce
the complicated to the simple.”*

C.W. Ceran

The fund raising plan will have objectives,
and a strategy for each objective

- Objectives are quantifiable & measurable
- Strategies are how you achieve your objectives
- Plan of action incorporates the two!

Sample objective:

To increase membership income by 15%
over the next 12 months

Suggested strategies:

Increase annual membership fee for individuals
from \$45 to \$55

Increase total number of members
from 450 to 525

Establish monthly pledge program with an automated
payment component

Establish a fund raising team

- Develop a job description (very short) for the various tasks that need to be accomplished
- Recruit volunteers to fill these jobs – might be as many as 20 or more!
- Create a working group for each objective

Assessment tools & resources

(all no-cost resources)

- [Capital Ventures](#) has a Board Fundraising Assessment Form that's very user friendly
- [Innovation Network](#) has a Point K Organizational Assessment Tool
- [National Council of Nonprofits](#) has an online guide that offers good practices in numerous areas of fund raising