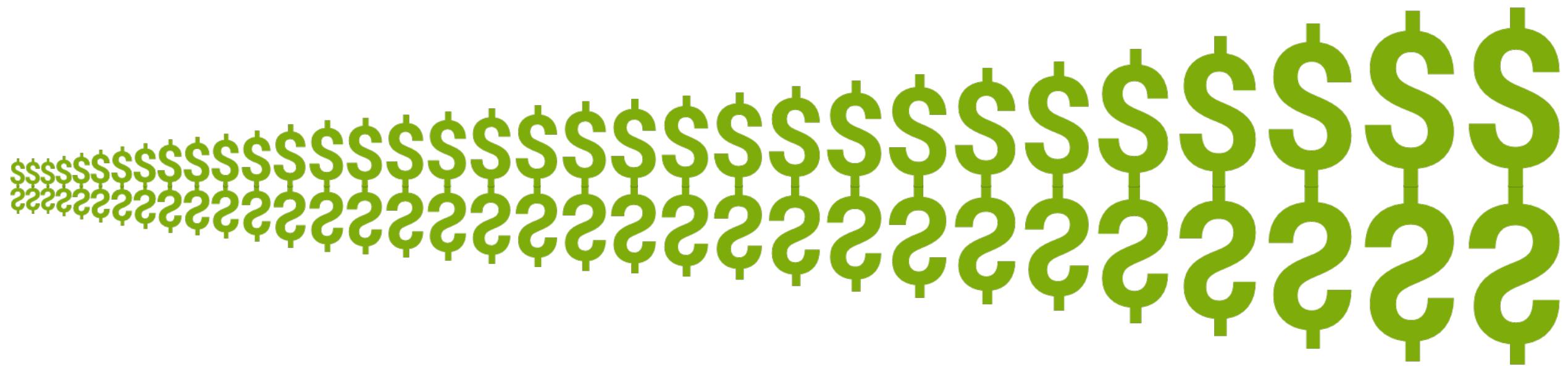


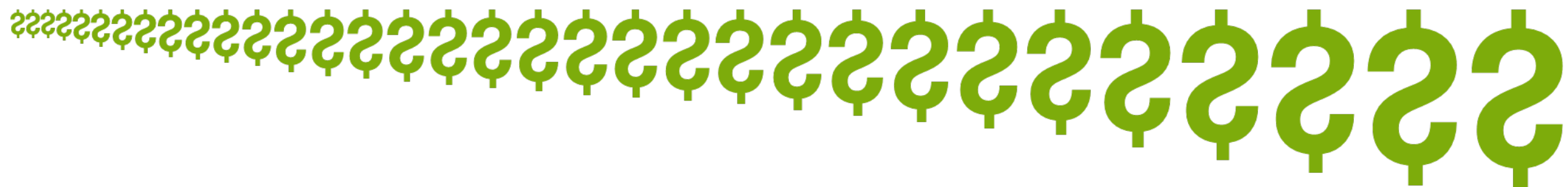
TINY

OPERA  HOUSE





Fundraising and Grants for Small Nonprofits



[Origin story]

Getting started

Reality check

**Fundraising means you have to
ask people for money**

**Some of those people will be
your friends and your family**

You are responsible for raising all the money

[affirmation]

(“I have to ask people for money”)

(*“Even my friends and my family”*)

(“I am responsible for raising all the money”)

You can do anything you want

**You can do anything you want
as long as you can raise the money to support it**

ok so how do I do that?

Everything should relate back to your overall organizational strategy and budget

What are you raising money for?

**What are you raising money for?
How much is that going to cost?**

**What are you raising money for?
How much is that going to cost?
And how much time does that pay for?**

**How much you need (and how quickly)
should drive your fundraising strategy**

For example

For example

You need \$25,000 for the year

For example

You need \$25,000 for the year

One donor giving \$25,000

For example

You need \$25,000 for the year

25 donors giving \$1,000

For example

You need \$25,000 for the year

**25 donors giving \$1,000
(roughly 2 donations per month)**

For example

You need \$25,000 for the year

50 donors giving \$500

For example

You need \$25,000 for the year

**50 donors giving \$500
(roughly 4 donations per month)**

For example

You need \$25,000 for the year

1 donor giving \$5,000

2 donors giving \$2,500

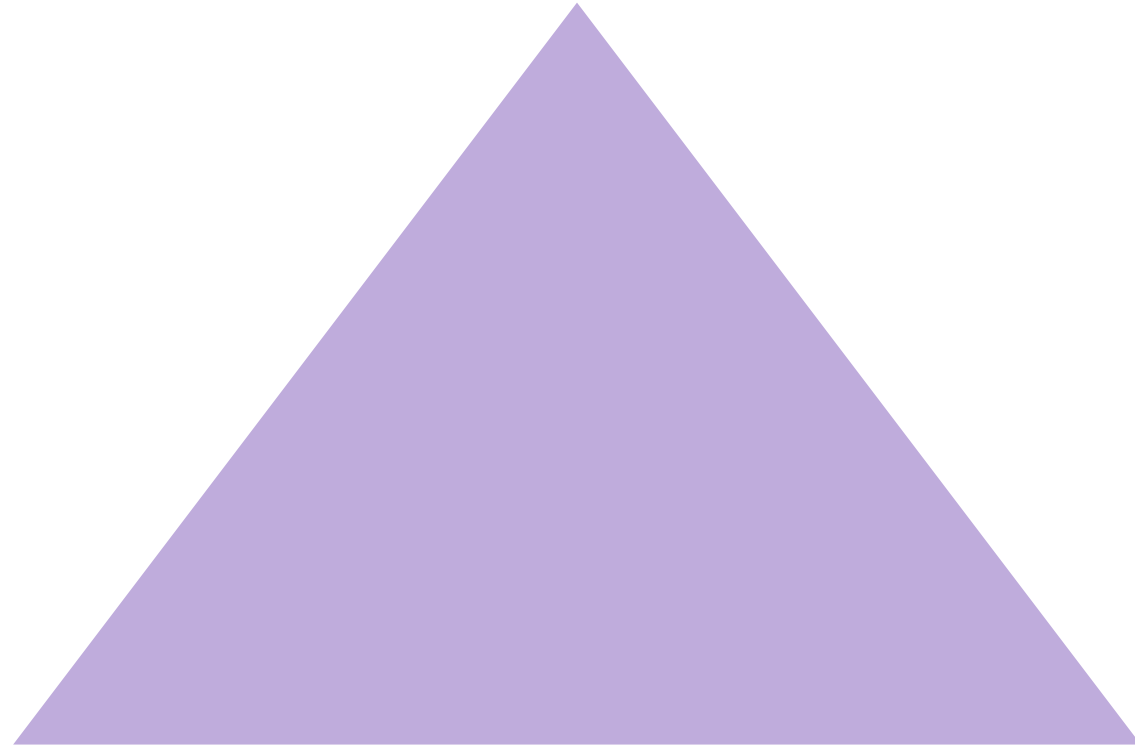
5 donors giving \$1,000

10 donors giving \$500

20 donors giving 250

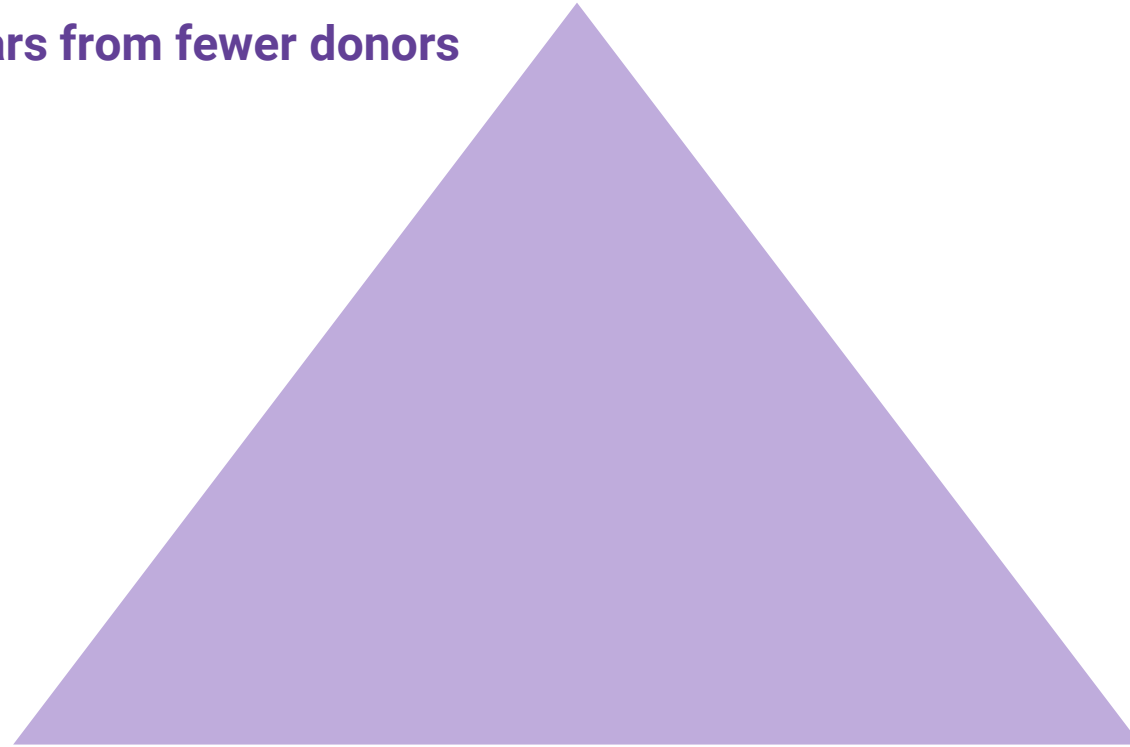
The Donor Pyramid

The Donor Pyramid



The Donor Pyramid

Large dollars from fewer donors



Smaller dollars from more donors

**Defining targets will help you think about
who are the humans / organizations
that can fill those needs**

Reality check #2

Fundraising is sales

This is mostly a presentation about sales

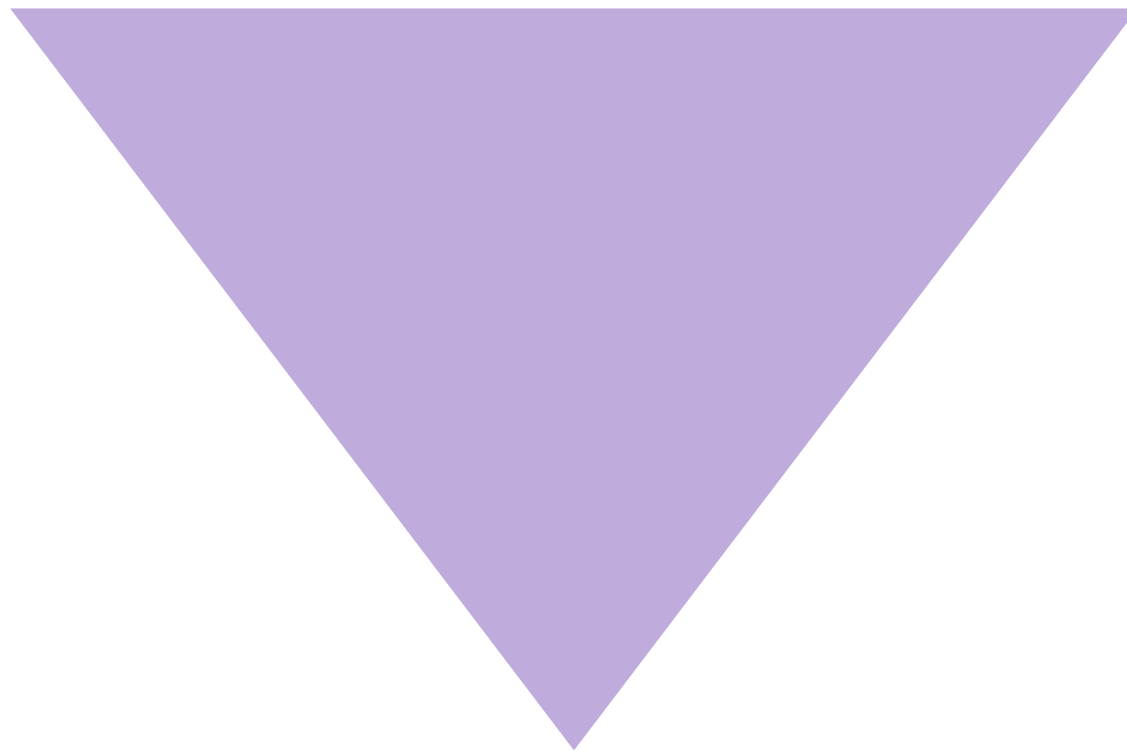
**Sales is an intentional strategy designed to
make people act in a certain way**

Sales is awful and everybody hates it

If you believe in something, you can sell it

Sales funnel and pipeline mentality

Prospects



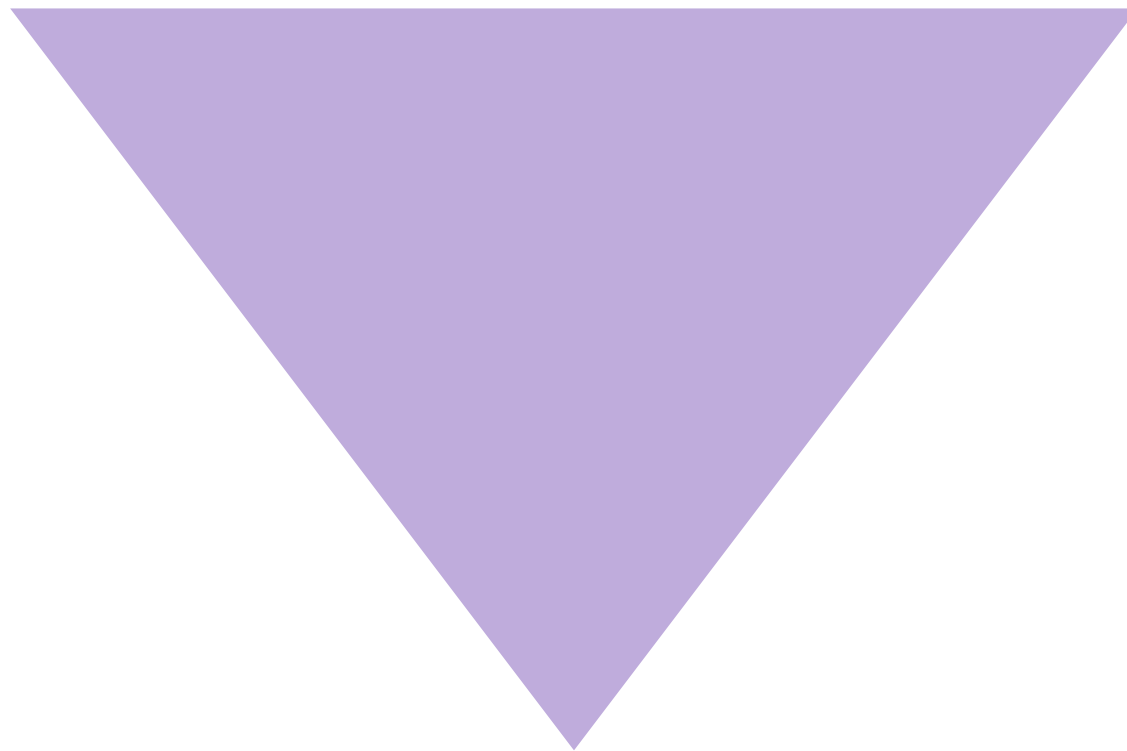
Donors

Your goal is to move prospects from here



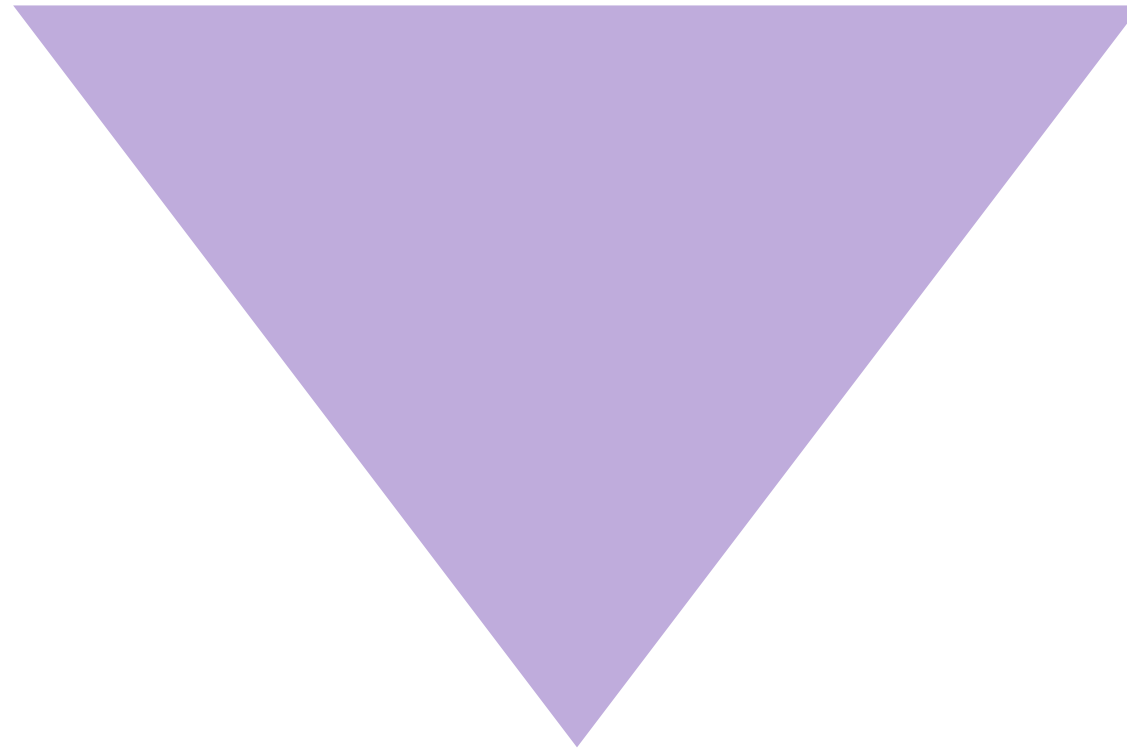
To here

Prospects



Donors

Prospects



Donors

Your goal is to move prospects from here



To here

Prospect

Meeting set

Proposal submitted

Proposal accepted

Who are my prospects?

**Your best prospects are people
already in your network**

That's why you should keep really good track of who is engaging with your org

Doing your homework

**Identify similar organizations,
see who is funding them**

Leveraging your board

Leveraging your board
Great for generating leads, making
introductions, and giving themselves

Other thoughts on sales

What are you selling?

What are you selling?

What are you offering them in return?

Why us?

Why us?
Why them?

Why us?
Why them?
Why now?

**Your pitch:
Your passion + asking for money**

Sales is all about your customer

Refine your pitch with them at the center

What is their motivation to donate?

**Donors like to give to something
specific**

**Donors like to give to something
programmatically**

**Donors like to give to something
that looks like a real thing**

**Donors like to give to something
that gives them a good return**

**Donors like to give to something
that recognizes their contribution**

**Overall, data is the best strategy
to identify, track, and build relationships**

Benefits of being small

**You can offer way more return per dollar
than larger organizations**

**Because \$5k means more to you than it
does to the United Way**

Creativity goes a long way

What are some creative ways you can give your donors value?

Selected Revenue Sources

Individual Giving

Corporate Giving

Grants

Individual Giving

**Individual Giving
is all about building relationships**

Major gifts
Campaign giving
Crowdfunding
Events, kind of

Major Gifts

Major Gifts

Top of the pyramid

Major Gifts

Top of the pyramid
The 9-touch rule

Major Gifts

Top of the pyramid

The 9-touch rule

Go slow, move through the funnel

Rich people are people too

**Rich people are people too
just, rich.**

Campaign giving

Campaign giving

Soliciting smaller dollars from more people

Campaign giving

Soliciting smaller dollars from more people
Mining your contacts

Campaign giving

Soliciting smaller dollars from more people

Mining your contacts

Email or direct mail

Campaign giving

Soliciting smaller dollars from more people

Mining your contacts

Email or direct mail

Fewer touches needed, but still a funnel

Campaign giving

Soliciting smaller dollars from more people

Mining your contacts

Email or direct mail

Fewer touches needed, but still a funnel

Keep them in the family

Crowdfunding

Crowdfunding

Platform is different, principles are the same

Crowdfunding

Platform is different, principles are the same
Most donations will come from your own list

Crowdfunding

Platform is different, principles are the same

Most donations will come from your own list

Chance to be creative with rewards

Events

Events

Kind of individual giving because of tickets

Events

Kind of individual giving because of tickets
Opportunity to see org work in person

Events

Kind of individual giving because of tickets

Opportunity to see org work in person

Making money off the bar

Events

Kind of individual giving because of tickets

Opportunity to see org work in person

Making money off the bar

How can an event feel like an extension of
your mission?

**Campaigns, crowdfunding, and events
are great because they have a clear CTA**

CTA = Call To Action

**Chance to talk about your work,
and opportunity for audience to act**

Moving up the pyramid

Moving up the pyramid

Someone engaging on social media
becomes someone who comes to an event
becomes a \$50 donor
becomes a \$500 donor

Get good at followup

Get good at followup

First donation is the beginning of second

**What solicitations have you received
that resonated with you?**

Donors are people too

Corporate Giving

**Corporations have much more flexibility in
timing and amount of giving**

**Depending on the organization,
these might just be grants**

**If there is an application process, or a
Corporate Social Responsibility office,
it's probably a grant**

Otherwise, for them it's marketing

**How can a donation to your organization
help them sell their business?**

**Event sponsorship, naming rights,
ads on website, recognition type things**

Sample sponsorship package

**Sample sponsorship package:
Find samples by pretending
to be a potential sponsor**

Grants

Grants seem like an easy solution

but grants are really hard when you're new

You don't have ready-made grant blurbs

You don't have ready-made grant blurbs
You don't have the time to track deadlines

You don't have ready-made grant blurbs
You don't have the time to track deadlines
You don't have a track record to rely on

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You're probably not fluent in grant speak

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Competition from professional grantwriters

Pro moves on grants

**Half the battle is finding relevant grants
and managing due dates**

Grant research

Grant research

Homework on other organization funders

Regional grantmaking associations

Foundation Source

(check with libraries or local universities)

Apply for grants that are a good fit

**Apply for grants that are a good fit
(raising money vs raising expenses)**

Ask for samples of successful applications

Answer the questions

Answer the questions
(flash back to 5th grade writing tests)

Challenges with grantspeak

Challenges with reimbursement grants

Working with grant consultants

Grant reviewers are people too

**Fundraising strategy = how all these
different revenue pieces come together**

How

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Can Help

Webinars and workshops like this!

Templates and blog resources

Facebook forum!
Plus office hours and consultations

**Tiny Opera House platform lets you track
donors and engagement**

and helps you submit financials like the pros

Questions?

Thank you!

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