

Fundraising 101; Tips, Techniques and Tricks

CONDENSED PRESENTATION

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Note: The following is a shortened version of the presentation delivered to Far Eastern University Makati Campus Student Leaders on Jan. 21, 2015

Tips for Successful Fundraising

1. Fund Raising is 'Friendraising'
 - a) The art and science of asking/influencing others to support a cause, an individual or an organization.
 - b) ART – Creative in Asking; SCIENCE – Know the Tools of the Discipline
2. Goals of Student Fundraising
 - a) Raise funds to support a project or cause
 - b) Generate resources to offset expenses
 - c) Expand support and membership base
 - d) Improve organizational efficiency
 - e) Reduce dependency on traditional fund sources
3. To find donors/sponsors remember the 3Cs = Connect, Cause, Capability
4. More Prospects = More Donors/Sponsors
5. Different Strokes for Different Folks
6. Documentation & Database are key
7. Fundraising is a shared responsibility
8. Take care of your donors and sponsors
 - a) Private Corporations
 - b) Corporate Foundations or Charitable Institutions
 - c) Small and Medium Enterprises/Businesses
 - d) Members (current and former)
 - e) Community (students, parents, employees)
 - f) Hometown/Village Associations
 - g) Community or Area-based groups
 - h) Grant- Giving Groups
 - i) Professional Organizations
 - j) Sports, Civic and Cultural Clubs/Organizations
 - k) Local or National Government
9. Anatomy of a good solicitation letter
 - a) Create INTEREST (with the org or the cause)
 - b) State the PROBLEM/NEED
 - c) Arouse EMOTION
 - d) Offer HOPE/ PARTICIPATION/PARTNERSHIP/INCENTIVE
 - e) Induce RESPONSE (ask for the gift)
 - f) Offer THANKS
10. The RIGHTS of successful fundraising
 - a) The RIGHT person
 - b) cultivating the RIGHT prospect
 - c) for the RIGHT amount
 - d) for the RIGHT purpose

- e) at the RIGHT time
 - f) in the RIGHT setting
 - g) in the RIGHT way.
11. How Do We Know it Works?
- a) Net Income: Gross Income - Gross Expenses = Net Income
 - b) Return on Investment (ROI): Did you earn or loose money
 - c) $ROI = \text{Income (Gross)}/\text{Cost}$
 - d) Acquisition cost: Did you use your resources wisely and efficiently?
 - e) Cost Per Acquisition = Total Cost/Number of donors
 - f) Average donation: How much did each donor give?
 - g) Average Donation = Total Donation/Number of Donors
 - h) Response Rate: How many participated or benefited from the program?
 - i) Response Rate = Number of Donors/Number of Solicitations or Prospects Contacted x 100
12. Fundraising Must Be FUN!
- a) Did you meet your targets?
 - b) How much publicity did it get?
 - c) How much did it really make?
 - d) Who got involved?
 - e) What were the fringe benefits?
 - f) Strengths/gains vs. Weaknesses/losses
 - g) Possible improvements?
 - h) Should we do this again?
 - i) What did the team/org learn?
 - j) Did you have FUN?
13. Remember:
- a) Please observe your school's fund-raising policies and procedures
 - b) Prepare post-event evaluation and reports
 - c) Plan early (for scheduling and prioritization purposes)
 - d) Be aware of government regulations and restrictions
14. Read/Learn about the experiences of others

THOUGHT FOR FUND RAISERS:

Ask and it shall be given; knock and the door shall be opened.

For comments, questions or concerns email: marco.polo@delasalle.ph

FR Strategy	⊗ Advantages	* Disadvantages
Solicitation Letters	Targeted Measurable Room for testing Room for advocacy	Costly Time-intensive Modest returns
Events	Generate awareness Good for acquiring new donors Enhances teamwork	Cost-, time-, and labor-intensive Presence of factors beyond control (e.g. weather, political rallies)
Earned Income	Sustainable income if products/services are of good quality Training ground for entrepreneurs	Business expertise is not a core competence of student organizations May pose ethical dilemmas to the org Over-stock or inventory woes