

A person stands in silhouette on a dark, rocky ridge, looking up at a vast night sky. The Milky Way galaxy is visible, stretching across the frame with a vibrant pink and purple hue. The sky is filled with numerous stars, and the overall scene conveys a sense of wonder and contemplation.

Creating a Stable Fundraising Model for the Future

WILD WOMAN FUNDRAISING

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Who is this Mazarine anyway?

Rose from Development Intern to Development Director in small nonprofits, national healthcare organizations, national chapter organizations, domestic violence, arts and music nonprofits, and more.

Taught **14,000 people** how to fundraise more effectively since 2010.

Editor of WildWomanFundraising.com, with **50,000 monthly readers**

Founder of **The Nonprofit Leadership Summit**, the Fundraising Career Conference & Wild Woman Fundraising

Mazarine Treyz, your presenter today



When funding gets cut...



WHY SHOULD YOU CARE ?

Because government funding is going away-

Because there's a hiring freeze, affecting the CFC + donors' ability to give-

Because many of us don't have a plan B for when funding disappears-

Because most of us don't follow a fundraising plan-

Because most of us don't have a real plan on how to communicate the new funding reality to our donors.

What stable sources of funding look like

Something that you control

Something that you can continue to cultivate

Something that is NOT dependent on one person deciding to give you money

Something that doesn't depend on funding criteria and funding cycles

1. Here are some different ways to fundraise

Individuals-Direct Mail Appeals/Annual Campaigns

Individuals-Monthly gifts

Individuals-Major gifts

Volunteer fundraising*

Earned income streams*

Board fundraising

Planned Giving

Robust Donor Communications Planning*, Segmenting & Messaging


Grants

Events-Sponsorships

Events-other income, ticket sales, auction items, raffle, etc.

Crowdfunding

Best Ways-Individuals-Building Relationships + Earned Income

- Direct Mail Appeals/Annual Campaigns
 - Monthly gifts
 - Major gifts
 - Major gifts staff
 - Volunteer fundraising
 - Earned income streams
 - Planned Giving
 - Limited Events
 - An actual fundraising plan
 - Integrated communications plan
- 

Here's a
1 page
fundraising
plan for
you to
get
started.

Goal/Income	Strategy	<u>Timeframe</u>	Who's Responsible	Cost	Net
For Operating \$500,000+	Annual Dinner 500 people, Ballroom	October 2019	Fundraising committee, Development	\$40,000.	\$460,000.
For Operating \$200,000	In Person Major Gift Asks	Ongoing	Executive Director, Board members Development	negligible	\$200,000.
For Operating \$50,000	Appeal letters and Annual Report	November 2019 send out	Mail house and development	\$2,000.	\$3-7,000
For Operating \$2,000 <u>online donations</u>	e-Newsletter e-mails	July 2019, Sept 2019 Dec 2019	Intern	\$29/m	\$1,000+
For Operating \$5,000	Phone asks and in person asks	May-Oct. 2019	Board members, and staff	free	\$5,000.
For Operating \$9,000-\$15,000	House parties To get new members	July, 20 Sept, 1 Oct, 15	Board and volunteers are responsible.	free	\$10,000.
For Operating \$600,000	Grants from foundations Research, apply	July-Dec. 2019	Development	20% of Dev. time	\$300,000.
For Operating \$50,000	Earned Income	Every month 2019	Program director	20% of <u>Prog. time.</u>	\$40,000.
For Operating and Programs \$50,000	Website donations	Oct. 2019	Volunteers	\$29/mo and 3% process fee.	\$45,000.
For Operating and Programs \$40,000	Planned Giving/ Bequests	Ongoing in the next 10 years	Board Members and Researcher	Research fee	\$40,000.
				TOTAL (gross)	\$1,061,000

If this plan isn't enough,
 We are giving the 4 week Fundraising Planning e-course to each attendee of the Nonprofit Leadership Summit- a \$197 value!

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For Operating \$50,000	Appeal letters and Annual Report				
For Operating \$2,000 online donations	e-Newsletter e-mails				
For Operating \$5,000	Phone asks and in person asks				
For Operating \$9,000-\$15,000	House parties To get new members				
For Operating \$600,000	Grants from foundations Research, apply				
For Operating \$50,000	Earned Income				
For Operating and Programs \$50,000	Online donations				
For Operating and Programs \$40,000	Planned Giving/ Bequests				
				TOTAL (gross)	\$1,061,000



Wild Woman Fundraising

Make Your Fundraising Plan for 2018

Hit Your Goals With A Better Fundraising Plan



100% SATISFACTION GUARANTEED

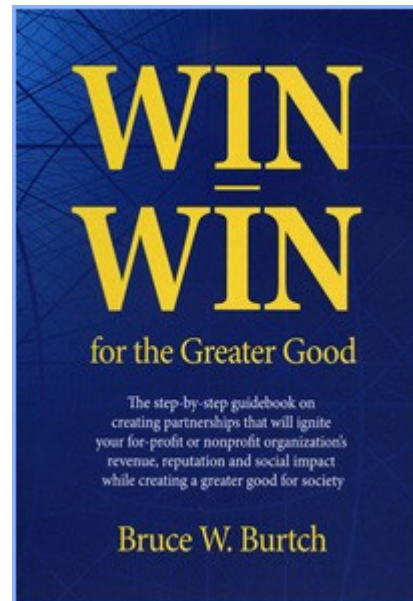
By Mazarine Treyz

What is the Nonprofit Leadership Summit?

- **Dates:** Sept 18, 20 and 22nd
- **Where:** ONLINE
- **Presenters include:** The Father of Cause Marketing, Bruce Burtch, Kishshana Palmer, fundraising team builder, Jeff Schreifels of The Veritus Group, Erica Waasdorp, founder of A Direct Solution, author of Monthly Giving the Sleeping Giant, Andy Robinson, author of Training Your Board to Fundraise and many other books

PLUS you'll get

- New strategies to handle the new fundraising reality.
- Every recording, to watch over and over
- The Fundraising Planning e-course
- Win-Win for the Greater Good E-book
- 19 CFRE Credits



I can't wait to see you at the online
Nonprofit Leadership Summit!
<http://register.nonprofitleadershipsummit.com>

Sept 18, 20 and 22nd
Use this code to get
\$100 off- *SoSweet100*

Got questions?
Call: 503-673-3863 or
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