Creating a Stable Fundraising Model for the Future
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...
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.

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

- **Dates:** Sept 18, 20 and 22\(^{nd}\)
- **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 22\textsuperscript{nd} 
Use this code to get $100 off-\textit{SoSweet100}

Got questions? 
Call: 503-673-3863 or 
Email: Mazarine@WildWomanFundraising.com