

Fundraising Strategies

Basic strategies to increase support from private sources and cultivate prospective funders

Individual Giving/ Major Gifts

1. Board Giving – help set personal goals
2. Who Knows Who – circulate lists of prospective donors/funders
3. Prospect/Donor research – learn as much as you can about current and potential donors by conducting internet searches, speaking to people who may know them
4. Networking to identify supporters - Connect with local business and civic associations such as the Rotary Club, Lions Club, Chamber of Commerce, Business Development Association. Check CRAIN'S list of events to learn about networking opportunities in your community.
5. Engage program volunteers and Board members in expanding your organization's network of supporters – Find out if they are active with their alumni associations, or if they belong to a professional or business association.

Corporate Giving Strategies

1. Identify corporations that target population served - Are there any major businesses located near your organization?
2. Research corporations' websites to see if they have "Corporate Responsibility", "Global Citizenship", "Community Investment" programs or initiatives that you may be able to tap into
3. Create opportunities to connect corporate sponsor to programs that would be mutually beneficial (speaker series, volunteer opportunities, job or health fairs)
4. Be up to date on NYC business activities, read CRAIN'S and get their specialized lists (Top 100 Women in business, Largest Real Estate Firms, etc.)



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Special Events

1. Maximize on past successful events – Evaluate previous events to see how you may improve on them
2. Set goals to grow last year's revenue by introducing new elements (auction, raffle, journal) or reducing expenses
3. Develop a sponsorship packet for your event offering several levels of support and benefits to reduce the amount of single tickets that need to be sold

In-kind

1. Identify line items that could be replaced with an in-kind gift (ie. snacks for your youth programs, gift certificates for your volunteers, etc.)
2. Develop a wish list of items that an institution or school could collect and would add value to the program (new items only!) such as toiletries, office and school supplies, toys, etc.
3. Seek Pro-Bono professionals to support or enhance current programs (publishing company to print newsletter, PR/Advertising company to develop communications materials, law firm to serve as legal counsel)