

Diversified Funding - A Survival Imperative

Abstract

This workshop enhances participants' ability to create a more sustainable organization / program with a diverse funding base. It addresses the opportunities of, and how to overcome obstacles to, attracting a broader base of non-governmental funding. The workshop provides practical and easily-applied information and practices to help programs create plans, systems, and structures to establish meaningful long-term relationships with constituents to increase program support. It provides those critical sales techniques (yes sales!) that are a must-have for anyone doing outreach and resource development. We will challenge participants to position the organization / program as indispensable to the community, to leverage assets, and to have a mindset of success to ensure resources, visibility, and status for the organization.

Objectives

At the end of the session, participants will be able to:

- Define the case for non-governmental funding and the indispensable community position
- Articulate their organization's resource development philosophy and approach
- Identify, profile, and cultivate donor groups
- Create the structures and systems necessary for a diversified funding base
- Create long term, meaningful relationships with supporters ... be able to ask for money!
- Create a practical and focused fundraising strategy and action plan.

Agenda

- Introduction and overview
- Frameworks and definitions
- From need to investment!
- Positioning and visibility – the case statement
- Structure – “institutionally related foundations”
- The fundraising audit
- The fundraising process
- Engagement and relationship building
- Sales techniques and getting to “yes”
- The fundraising plan and accountability
- Fundraising worksheets and resources