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Helping Your Board Raise Money

Presented by Andy Robinson

**Sponsored by Green Mountain Self Advocates and
partner organizations across the Northeast**

Andy Robinson



Andy is a fundraising consultant. Last year, he came to a meeting with self-advocates and allies to teach us about fundraising. We are excited to work with him again because everybody loved his presentation.

Andy knows what he is talking about. He was easy to understand and good at explaining fundraising. For more than 35 years, Andy has worked with all kinds of nonprofits in 47 different states and across Canada.

He has written six books including the most recent Train Your Board (and Everyone Else) to Raise Money. When he is not on the road the traveling, he is at his home in Plainfield, Vermont.



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Where are you now?

- When it comes to fundraising, what is your board doing well?
- Where do you need improvement?

To raise money successfully, you need four things:

- A strong case for giving
- Prospective donors to ask
- People to do the asking
- Systems to track data, money, donor recognition, etc.

Most nonprofits can strengthen
all these areas, but here's the
biggest challenge:

- √ A strong case for giving
- √ Prospective donors to ask

!!! Not enough askers

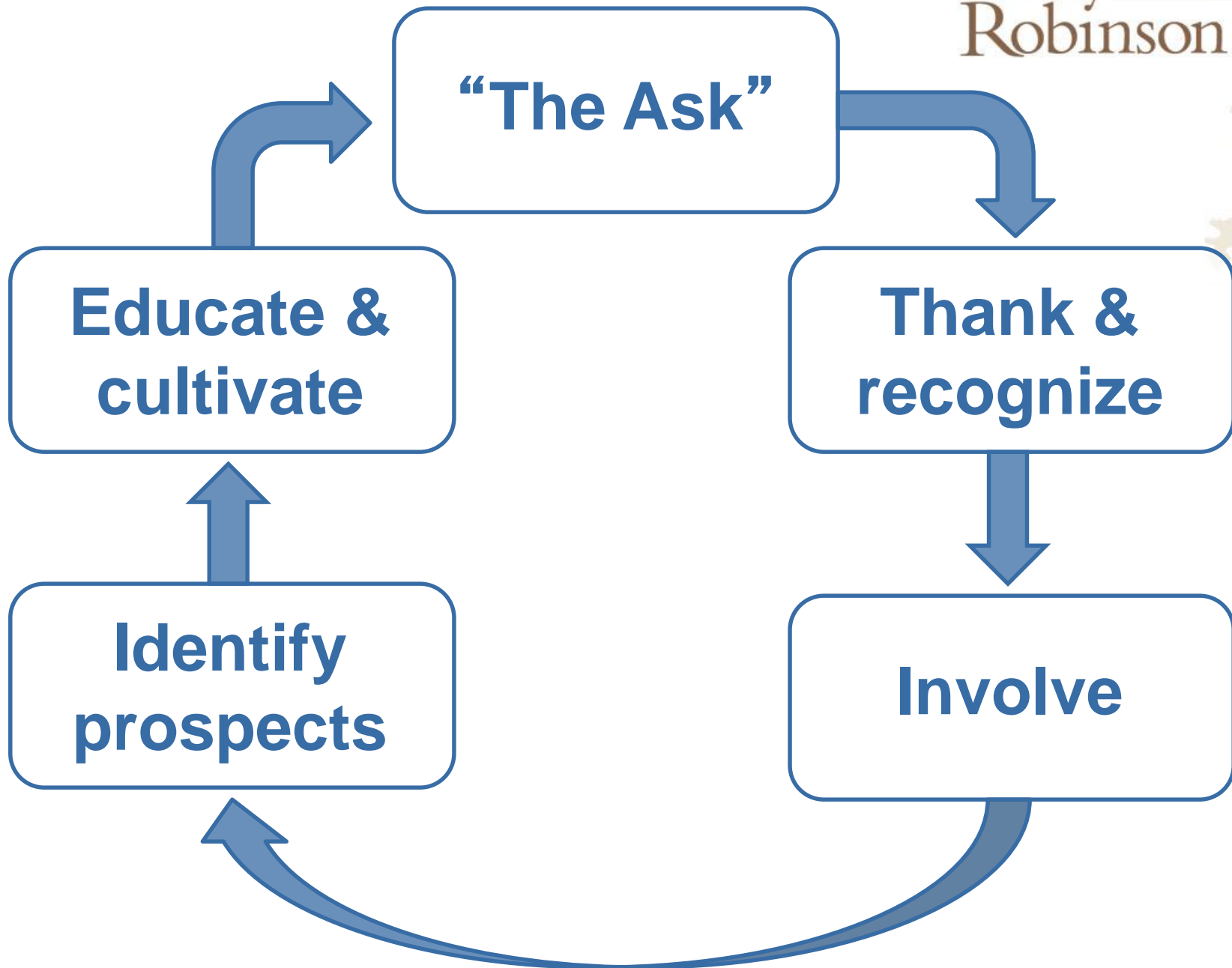
- √ Systems to track data, money, donor recognition, etc.

Not everyone will be an asker, so we have to ***redefine fundraising*** to engage our volunteer leaders:

It's not just about asking for money



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Where's the money?

\$373 billion

Philanthropy

\$300-\$400 billion

Public funding

\$600-\$700 billion

Earned income

\$1.5 trillion

Total income

U.S. Philanthropy

\$373 billion in 2015

16%	Foundations
5%	Corporations
71%	Individuals
8%	Bequests





- 68-70% of households contribute
- The typical household supports 5-10 organizations per year.
- The median amount contributed per household is \$1,300-\$2,000 per year

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The biggest challenge in fundraising is **scarcity mentality**. If you know where to look – and you're willing to do the work – there's plenty of money.



Income sources for nonprofits



Grants

- Foundations
- Corporations
- Public charities
- Government
- Service clubs
- Faith-based

Individuals

- Membership
- Major gifts
- Monthly giving
- Online giving
- Benefit events
- Workplace giving
- Planned gifts





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Earned income

- Goods
- Services
- Publications
- Investment income
- Cause related marketing



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The psychology of fundraising

Why do you give?

Boards & fundraising

Three things everyone can do

Everyone must:

1. Give money
2. Give names
3. Participate



Everyone must *give money* because:

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- **Karma:** It's easier to raise money if you give it yourself
- Are you prepared to lead if **you're not prepared to invest?**
- People are watching: Donors ask, "Do you have 100% board giving?"



Everyone must *give names* because:

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- All fundraising begins with the creation of lists
- 70% of the people you know give to nonprofits
- The average American adults knows 150-200 people



Everyone must *participate* because:

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- The more people involved, the more money you raise
- We need to break down the false division between program work and fundraising. Effective organizations embrace the wisdom that fundraising equals organizing, advocacy, education, and market research.

JOIN US



Who do we ask?

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Identifying prospects

Ability: Do they have money to give?

Belief: Do they care about your issues, programs, constituency, etc?

Contact: Do they have relationships with your leaders, staff, donors, or key volunteers? Are they already contributing money, time, or both?



Sample board fundraising agreement

Name _____ Date _____

To support the mission of our organization, I agree to take on the following:

1. My gift: \$_____ Payment completed by (date) _____

Terms of payment (check, credit card, installments, etc.) _____

2. Prospects. I will provide names and contact information for _____ prospects by (date) _____. Even if I am unable to follow up with all of these people personally, I will still add names to the list for mailings, event invitations, etc.

Sample board fundraising agreement (continued)

3. My fundraising support tasks (taken from our menu):

a. Activity _____

Date(s) _____

Projected revenue (if applicable) \$ _____

Help / support needed from staff or board _____

b. Activity _____

Date(s) _____

Projected revenue (if applicable) \$ _____

Help / support needed from staff or board _____

c. Activity _____

Date(s) _____

Projected revenue (if applicable) \$ _____

Help / support needed from staff or board _____

Signature of board member/volunteer

Signature of board chair

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They said they would raise money ... now what?

Encouraging follow-through and accountability

1. Identify a sparkplug or a team of sparkplugs – then empower them to lead.
2. Develop a board agreement or job description that includes fundraising.
3. At each board meeting, everyone self-reports.
4. Create a line item in the budget for board giving.



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5. Create a line item in the budget for board fundraising.
6. Solicit challenge gifts based on board behavior – not necessarily tied to dollars raised.
7. Provide regular fundraising training for your board.
8. Invite a group of your donors to talk about why they give.

9. Offer rewards to those who make an effort.
10. Make it competitive.
11. Define real consequences for not meeting commitments – then apply them.
12. Bring in new blood.

Source: “**They Said They Would Raise Money ... Now What?**” *Grassroots Fundraising Journal*, July/August 2008.



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Questions ?

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Good luck and stay in touch!

www.andyrobinsononline.com

www.trainyourboard.com



Green Mountain Self-Advocates

www.gmsavt.org

North East Advocates Together

www.neat-peers.org

Thank You!!