

Share Your Passion!

Fundraising 101 for Non-Fundraisers

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There is great power and opportunity in supporting your favorite ministry through volunteer (or grassroots) fundraising. This session will provide ideas and tools to get started, particularly for 501c3 organizations.

1. How donors make their giving decisions: research results indicating the influence of friends and family members on individual choices of charities to support
2. Getting started as a volunteer fundraiser:
 - Getting over inhibitions about asking people for money
3. Spirituality of fundraising
 - Giving as a spiritual act; providing a means for friends and family to contribute to Kingdom building
 - “Those who need money and those who can give money meet on the common ground of God’s love.” (Henri Nouwen)
4. Creating an elevator speech for your favorite ministry:
 - Name of the organization
 - Three things people need to know to appreciate the work of the organization
 - Three programs/three things it does
 - Why I’m involved
 - “I’ll never forget the story about...”
5. Electronic means for volunteer fundraising
 - Social media
 - Online person-to-person fundraising tools (Razoo, Firstgiving, etc.)
6. Planning a clever, fun event
7. Hold a simple, home-based event: planning a ‘party with a purpose’
8. How you can (maybe) help your favorite ministry through grant-writing
 - Grant award as a legal contract
 - Many kinds of granting entities....
 - The power of personal connections
9. Basic grant-writing principles (resume writing analogy)
10. Grant research tools