

“Fundraising Questions for Your Board”
The Art of Fundraising: What to Do Before You Start Fundraising
2019 LWV-VA Leadership Training Workshop
September 14 2019

Do you have a healthy fundraising culture?

- Is your fundraising outward facing or inward facing?
- Do you have a culture of abundance or scarcity?
- Is fundraising integrated into every decision and event?
- Do your volunteers have a positive, constructive attitude about fundraising?

Do you know how much money you need?

- Who and what is in your financial wish list?
- How much will it cost to obtain everything on your list?
- What are your top funding priorities for the next few years?
- What would you do if you received an unexpected windfall?
- What are your most annoying administrative challenges on your wish list?

What do you know about your current donors and funding sources?

- Who is currently donating?
- How much do they give?
- Do you see any patterns to your current donors?
- Who are your top donors over the past few years?
- What are your current funding sources?
- Which funding sources provide the most income?

How do you show appreciation to your donors?

- How do you acknowledge donations?
- How do you show appreciation to your current donors?
- How do you keep non-member donors informed about your accomplishments?

Do your current donors primarily give from the HEAD or the HEART? Or both?

What are your giving options, and how are you promoting them?

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|----------------------------------------|------------------------------------------|
| • Individual donations | • Fundraising events and opportunities |
| • Corporate donations | • Donations of Appreciated Stock |
| • Recurring giving | • IRA Distributions |
| • United Way/Combined Federal Campaign | • “Legacy Giving” (charitable bequests) |
| • Commonwealth of Virginia Campaign | • 501c4 and 501c3 Education Fund options |
| • Employee matching | |

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Is your website fundraising friendly?

- How easy is it to make an online donation?
- Are all the donation pages and links accurate?
- Does EVERY page have a donate button or link?
- Is donation information at the TOP of the page?
- Is it as easy to make a donation on a mobile device as on a desktop or laptop?
- Are you thanking your donors?
- Is there information about upcoming fundraisers?
- Is there information about all possible giving options?

Do you have adequate fundraising promotional materials?

- Business cards?
- Fliers?
- Posters and displays?
- Can your members easily access these materials?

Do You Integrate Fundraising into Your Programs and Events?

- Do you have fundraising materials and displays at every public event?
- Does the host consistently mention fundraising at every public event?
- Do you plan for how you will accept contributions at every public event?

Are Your Volunteers Prepared to Talk about Fundraising?

“League events are always free and open to the public. If you’d like to support our work and help us keep these events free, please see Julie in the back.”

LWV appreciates all its wonderful supporters and members who help us do all this work in the community. If you’d like to be one of our supporters, please see Julie in the red jacket.”

“Information is always free, but the paper we print it on costs money. If you’d like to support our programs and services, please talk to Julie after the meeting.”

“I’m happy to take your money. Here’s the procedure...”

“Julie can answer your questions....”

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Donors Want to Know:

- What are your greatest accomplishments?
- What do you expect to accomplish in the future?
- What makes you stand out from other nonprofits in this sector?
- What is your strategic plan?
- What are your funding sources?
- What are your financial goals?
- Do you articulate your goals and strategies effectively?
- How are you relevant in the current landscape?
- How are you impacting the community?

Resources for Learning More about Fundraising:

- **Little Book of Gold** by Erik Hanberg www.thelittlebookofgold.com
- **Fundraising for Social Change** by Kim Klein (various editions)
www.kleinandroth.com
- GIFT (Grassroots Institute for Fundraising Training)
www.grassrootsfundraising.org
- Blue Avocado www.blueavocado.org
- The Fundraising Authority www.thefundraisingauthority.com
- League of Women Voters fundraising videos on YouTube:
<https://www.lwv.org/league-management/manage-your-league/fundraising>

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