



“Nine Important Fundraising Strategies for the New Fiscal Year!”

With summer over, school back in session and adults back into their routines, most foundations and advancement programs are ready to get back to work. All foundation and advancement efforts proceed from your vision or strategic plan. Below are some things for staffs and volunteers to keep in mind as you resume work.

VisionWorks specializes in foundation audits, strategic planning, feasibility studies and capital campaign. If we can help you with your advancement or capital campaign needs, then contact us at 888.948.1113 or markf@VisionWorksCo.com.

- 1. Develop a Long-range Plan** – At some point, whether you’re a library, hospital, college, civic organization, church, or school, it is important to have a strategic, long-term plan. From the plan comes the things you will need to raise money for. Planning processes are inclusive, collaborative, data-driven, imaginative, and energizing. If you have no plan, consider one.
- 2. Cultivate Your Major Donors** – Identify your top 50-100 major donors prospects. Hold periodic gatherings (breakfasts, lunches, cocktail hours, and dinners) to A) get to know your major donor prospects, B) form relationships with them, C) inform them of your plans and successes, and D) determine their interests. These major donor relationships will be invaluable in the future.
- 3. Major Gifts Fund Drive** – Do you have a major project in mind? Consider presenting your sizable and bold special project to your major donors and asking them to invest in this project.
- 4. Capital Campaign** – If you do strategic planning and are interested in growing the organization, then at some time you will consider a capital campaign. Possible projects could include land acquisition, new buildings, building expansions and campus renovations, endowments, new services and programs, scholarship funds, and loan repayment, to name a few. A bold vision, good campaign leadership, and a well-run capital campaign will make a tremendous difference in your organization’s current situation and your future.
- 5. Inaugurate a Fundraising Gala** – Organize and plan a large gala that includes financial sponsors, a social hour, an elegant dinner, a speaker or entertainment, and a silent auction. Sell tickets for individuals and tables. And consider dedicating the proceeds each year to a specific program or project. Various fundraisers serve various purposes, and all are needed.
- 6. Send Out Quarterly Fundraising Letters** - Each quarter send out a short letter highlighting your plans and accomplishments and a Wish List of 10 items ranging from \$25 to \$25,000. Include a donor card and envelope.
- 7. Sponsor an Estate Planning Program and Workshops** – The average unsolicited estate gift can yield \$37,000. The average solicited gift can yield \$200,000 and more. If you don’t have a well-developed Estate/Planned Giving Program, you need to establish one. With over 77 million baby-boomers and around \$40 trillion in assets, the potential for your organization is incredible. And, if you do not have a strong program, rest assured there are others who are happy you don’t.
- 8. Establish a Legacy Society** – A Legacy Society helps to keep the ties with your estate donors strong. Just because someone has left you in their will doesn’t mean that you’ll always be in the will. A Legacy Society ensures that those who have remembered you in their wills will keep you in their wills.
- 9. Consider an Advancement Audit**– An outside review of your foundation or advancement program can make recommendations for staff training and support, board training and support, the building and enhancement of different programs, and creating actionable plans for the future. An outside expert’s perspective can help you to stay focused on the important efforts that will yield the greatest results.