



### **Joan Flanagan's Best Bets for Fund Raising:**

1. *Raise funds in at least three different ways, but “face-to-face” solicitations must be one of the ways.* Since people respond differently to different appeals, seek to raise funds for your program through at least three different approaches, such as letter solicitations, special events, newsletters, and e-mail appeals—but you must also try to solicit gifts with personal visits. Asking for financial support in person yields the most money!
2. *Make planned giving part of your fundraising program.* Market planned giving in your brochures, newsletters, and other publications. Let your community know they can make memorial gifts, gifts of real estate, and bequests to your program. Seek advice from your local attorneys, CPAs, realtors—better yet, ask them to serve on your board!
3. *“Bank” your seed money.* Save as much of your grant money as you can early on, and ask your community to match those funds via your fundraising efforts. This forces your program to immediately make strategic fundraising plans focusing on current and long-range needs. Do not wait to raise funds from your community only as your grant money runs out.
4. *Require 100% financial participation from your Board.* Once Board members are elected, have them sign an agreement, noting their responsibilities and pledging a gift amount to the program. If your Board doesn't support your mission, how can they convince others to believe in it?
5. *Promote pledges.* Offer pledging of gifts as an option to all donors. Pledging makes it possible for people to give larger amounts to your program, and faith-based groups are familiar with pledging gifts. Be sure your organization is ready to remind donors of their pledges through follow-up mailings or personal calls.
6. *Send a thank you note!* You absolutely must thank donors for their gifts, and the sooner you thank them, the better. A prompt, personal thank-you is not only polite, it also increases the chances of a future gift. Thank donors with a letter, preferably mailed within 48 hours of receipt of the gift. Be sure to also thank donors in your newsletters, and have care receivers and their families write thank-you notes or make thank-you calls. It is very meaningful to donors to hear from those who have personally benefited from their generosity.