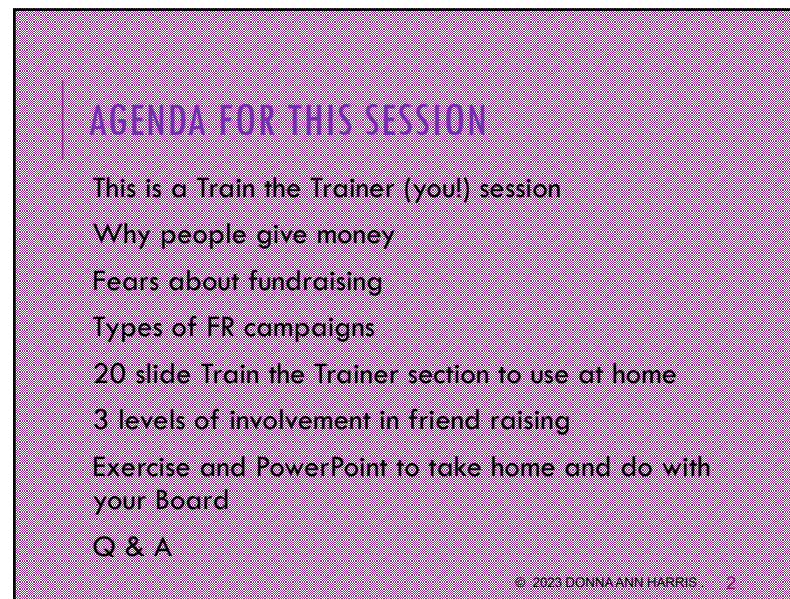


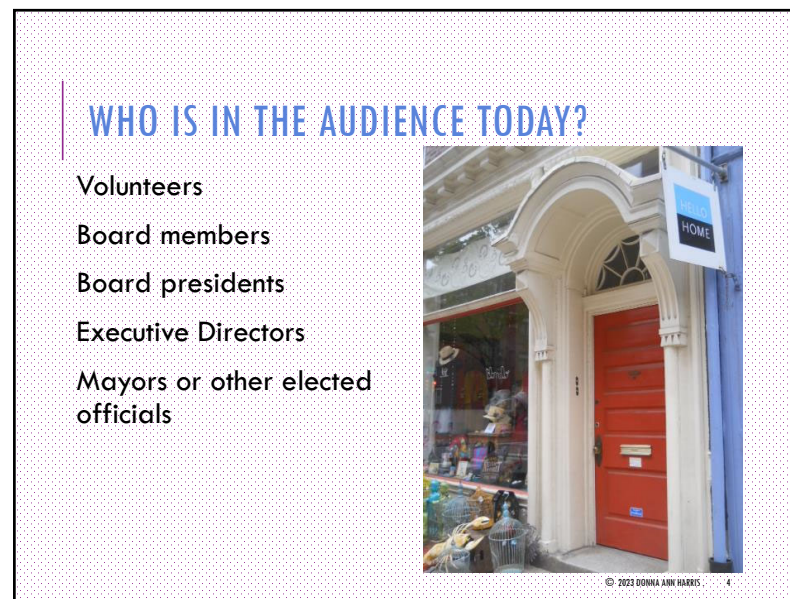
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4

WHO IS THIS PRESENTATION FOR?

501 (c) (3)
organizations--charities

Not for 501(c) (6)

Not for Chambers

Not for DDAs, TIFS or
municipal boards



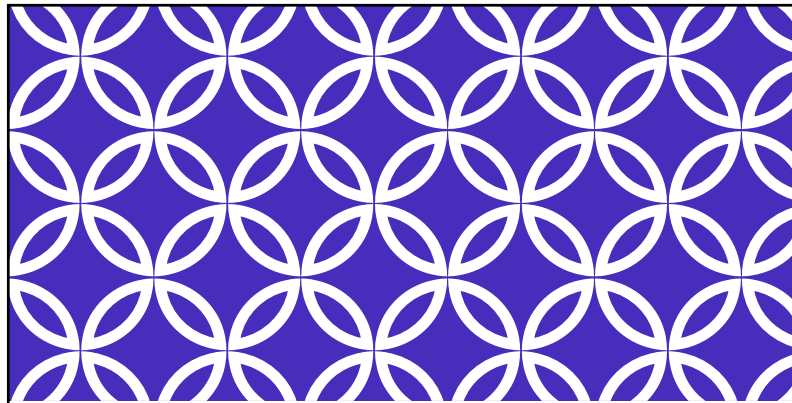
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COMPLAINTS ABOUT YOUR BOARD AND FUNDRAISING

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WHAT DO WE NEED MONEY FOR?

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MONEY WE NEED

General operations

Rainy Day Fund (fund
balance)

Small projects

Larger Projects (capital
campaign)

Endowment



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DEFINITIONS: TYPES OF FUNDRAISING CAMPAIGNS

1. Annual fund and residential drive (operating)
2. Projects
3. Capital Campaign
4. Endowment campaign and planned gifts



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WHERE IS THE MONEY?

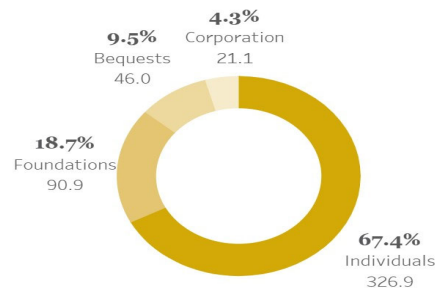
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AMERICANS GAVE \$484.85 BILLION TO CHARITY IN 2021

Contributions by source in billions of U.S. dollars.



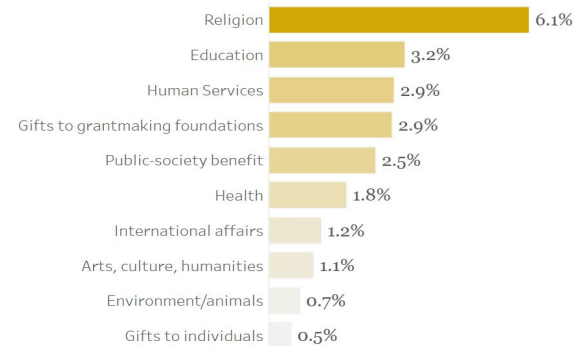
Source: 2021 Giving USA Foundation
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WHAT DO AMERICANS GIVE TO?

Contributions by type of recipient organization in billions of U.S. dollars.



Source: 2021 Giving USA Foundation

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WHERE DOES MAIN STREET/ELM STREET FIT HERE?

Public society benefit up
2.5% this past year,
\$55.85 billion

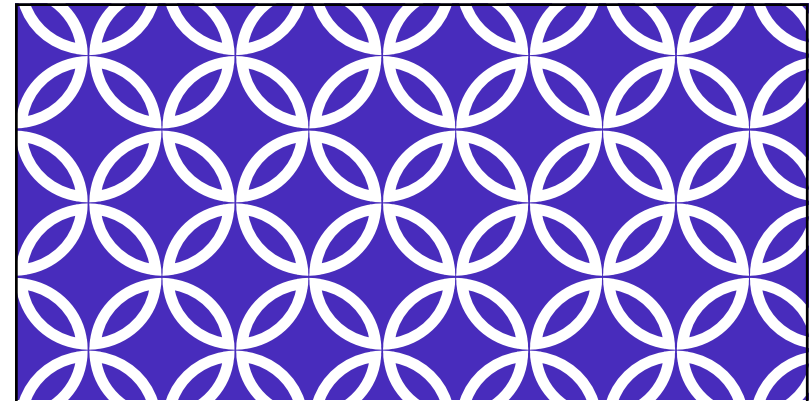
Arts and Culture up 1.1%
this past year \$23.50
billion

Individuals give
money



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WHAT MOTIVATES PEOPLE TO GIVE?

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PHILANTHROPIC MOTIVATIONS

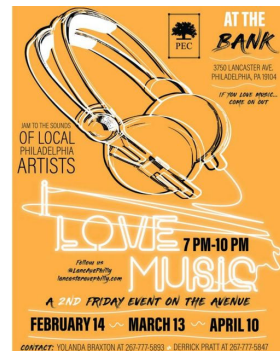
Belief that money is the
greatest gift of all

There are others less
fortunate

Charity begins at home

Right thing to do

Desire to emulate
others that give



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GIVE PEOPLE AN OPPORTUNITY TO HELP



To feel good
To solve a problem
To make downtown
better for
themselves and
others

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PEOPLE GIVE TO PEOPLE

There are born fundraisers

Others can be trained

Research on the prospect helps

Don't bother cold calling

Personal cultivation and friendraising helps more

PEOPLE GIVE TO PEOPLE



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THIS IS TRUE!

People give money to people—especially major gifts

90% of the money will come from 10% of the people

Yes focus on small gifts too

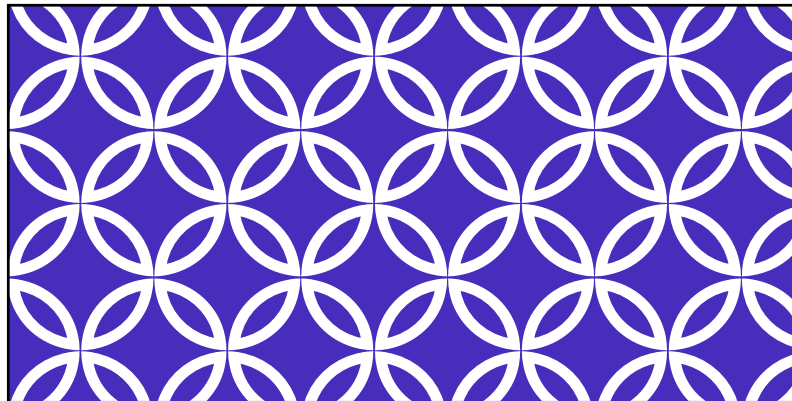
What constitutes a major gift to your organization?

Major gifts take time to develop

You cannot ask if you have NOT given yourself

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FEARS ABOUT FUNDRAISING

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KNOW YOURSELF AND ATTITUDES ABOUT MONEY

How you feel about money affects your ability to ask

If you do not feel that giving makes you happy, then you cannot possibly ask others to share in your delight

Money is a powerful and emotional issue



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FIRST TIME YOU ASKED FOR MONEY?

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BIGGEST FEARS ABOUT ASKING FOR MONEY

Don't know how much money they have

Don't know them very well

Don't know if they will support our organization

What if she then asks me for money for her pet project?

I cannot ask my neighbor for money

So many other people are asking her for money

Can I ask in writing rather than in person?

What if they say.....

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5 TYPICAL ISSUES TO OVERCOME

1. Not knowing the person well
2. Why your organization deserves support over others
3. Why people would part with their money to support your organization
4. Allowing external factors (economy) or internal (large goal) put off direct solicitation
5. Not everyone on your board is a good fundraiser but you need a few

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ROLE OF THE BOARD PRESIDENT

Board President can encourage board members to take on FR assignments

Board President collects Board gifts yearly

Works with board members who have not participated in FR assignments



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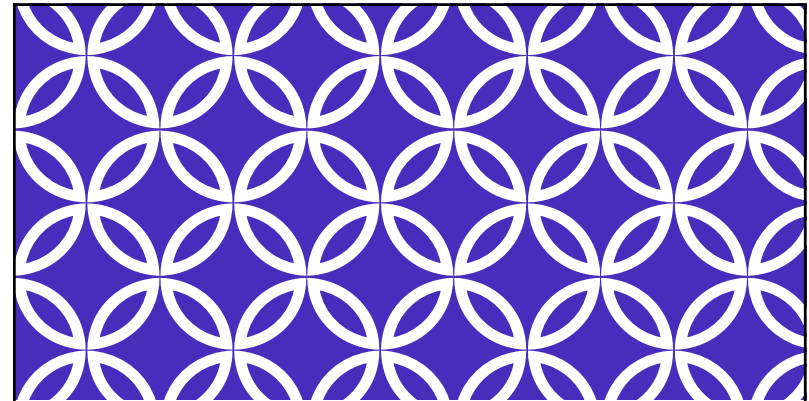
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TRAIN THE TRAINER SECTION



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MAIN STREET BOARDS & FUNDRAISING

Use THIS 20 slide presentation with YOUR Board of Directors!

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FUNDRAISING AND MS BOARDS

Main Street boards are a combination of working boards and governing boards

As MS organizations mature and take on larger projects, board membership needs to change

Training is needed so board members understand their roles as fundraisers

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TRADITIONAL EXPECTATIONS OF BOARD MEMBERS

Board is responsible for a well funded organization

"Give, get or get off"

Time, talent, treasure

Board giving requirements

Recommend a Board Commitment Form BEFORE they are nominated



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Make your own gift first

Recruit new annual gifts

Recruit people to fundraising events

Be responsible for oversight of the whole of fundraising and budgeting process

Review all fundraising materials, fundraising plan, and participate in solicitations

TYPICAL MS BOARD FUNDRAISING ACTIVITIES

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CURRENT BOARD FUNDRAISING EXPECTATIONS

Clear Board fundraising expectations are best

Make their own “stretch” gift

Attending all of your ticketed events

Ask others to attend

Soliciting other annual gifts

Soliciting other major gifts



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EVOLVING YOUR BOARD MEMBERSHIP

Evolve from being solely worker bees to identifying a handful of Board members with wealth or access to wealth if major gifts are contemplated

But every board member can do something to help with fundraising



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“FRIENDRAISING” NOT FUNDRAISING

Cultivation of potential prospects

Everyone can do their part in friendraising

All can be ambassadors for the organization no matter their own giving level



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RECRUITMENT OF FRIENDRAISERS

3 Levels of involvement in fundraising

1. Laying the foundation
2. Friendraising
3. Solicitation of in-kind and cash gifts



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1. LAYING THE FOUNDATION: BOARD MEMBER TASKS

- Understand mission/vision
- Give your own gift
- Learn about strategic direction of organization
- Review fundraising/development plan
- Participate in Team/Committee activities
- Become an ambassador for the organization
- Speak out positively in public and private about the organization

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2. FRIENDRAISING: BOARD MEMBER TASKS

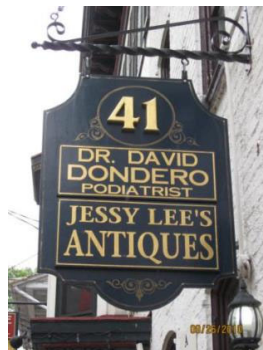
Provide names of friends as potential prospects for annual gifts

Bring the mailing list up to date

Participate in any fundraising training

Make speeches on behalf of the organization

Solicit volunteers at event tables



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2. FRIENDRAISING: BOARD MEMBER TASKS

Identify stories of how MS has helped the community

Write newsletter stories

Call new members to thank them for joining

Identify potential donors

Identify foundations, corporations, government agencies for funding opportunities



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2. FRIENDRAISING: BOARD MEMBER TASKS



Participate in fundraising events as a volunteer

Send handwritten thank you notes to donors

Visit with an elected official to talk about your program

Host a party in your home as a cultivation event

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3. SOLICITATION

Sign letters with notes to potential members

Ask for sponsorships from businesses you know

Seek in-kind donations from businesses you know

Call people to renew their memberships



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3. SOLICITATION: BOARD MEMBER TASKS



Send emails to donors to remind them of events

Increase your own gift

Cultivate potential donors

Ask people to pledge to the organization

Participate in The Ask for major gifts

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EVERY BOARD MEMBER CAN DO SOMETHING!

This methodology removes most of the fear from individual board members

Board members see where they fit in the whole friendraising process

Everyone can do something to help

Will be more likely to be willing to help



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THINKING ABOUT YOUR BOARD



Who do you have now?

Types of fundraisers

- Foundation layers
- Solicitors
- Friendraisers

How many of each do you have NOW?

What if there are NO solicitors? FIND SOME FAST!

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TAKE HOME EXERCISE

Review the sheet with typical board activities for fundraising/friendraising

Board members check yes/no/maybe for each item

Please limit maybes to only 5

Be prepared to discuss some of your “Yes” answers



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Board-Member-Name			
Building-a-foundation-for-Main-Street-fundraising	Yes	No	Maybe
Understand the Main-Street organization's mission and vision and commit to its implementation	xx	xx	xx
Review, approve and monitor each Committee's work plan throughout the year	xx	xx	xx
Understand the local program's financial situation and potential for fundraising	xx	xx	xx
Participate in the development of the strategic plan	xx	xx	xx
Assist in the overall evaluation of the organization yearly through the annual program assessment	xx	xx	xx
Become involved in at least one Committee and participate actively in that Committee's fundraising work	xx	xx	xx
Be aware of how each Committee raises funds for their projects, including solicitations to government, grants, sponsorships, individual donations, annual gifts/residential memberships	xx	xx	xx
Alert staff and other board members about funding opportunities as you see them in your interactions in town	xx	xx	xx
Participate in a wide variety of activities that support the broad fundraising goals of the local program	xx	xx	xx
Participate in the creation of a board responsibilities and expectations	xx	xx	xx
Actively support the organization by making a gift, contributing in-kind, AND making connections to others	xx	xx	xx
Be willing to help execute parts of work plan which may include friend-raising as well as fundraising	xx	xx	xx
Friend-raising	Yes	No	Maybe
Provide contact information from your holiday card list, business contacts or customer lists for annual appeal or residential fundraising appeal	xx	xx	xx
Provide names to solicit for fundraising events, sponsorship opportunities, AND in-kind donations of goods or services	xx	xx	xx
Help update mailing list or email lists, find phone numbers, addresses or email addresses for solicitations/appeals	xx	xx	xx
Identify and/or write stories of how the local Main-Street program has helped the community	xx	xx	xx
Hand deliver invitations or promotional materials about fundraising events to targeted groups	xx	xx	xx
Be an ambassador for your program, advocate for its projects in public and private	xx	xx	xx
Facilitate introductions and access to individuals and groups where you have credibility and influence	xx	xx	xx
Recruit volunteers to help with Main-Street projects	xx	xx	xx
Participate in any fundraising training	xx	xx	xx

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END OF YOUR BOARD PRESENTATION

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USE THIS HANDOUT WITH YOUR BOARD

Use this at a board meeting 20 minutes

Collect responses and sort them by task

Follow up with each board member to discuss

Tell the board how everyone is helping

Follow up on assignments



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THINGS TO DO TOMORROW

- Compile info from exercise
- Review your board list, determine who is a “Solicitor”
- Identify some easy activities for “Laying the Foundation” activities, provide a brief job description, ask board members to do complete the tasks
- Identify some easy “Fundraising” activities, ask board members to complete tasks
- Identify some “Solicitor” activities, ask these board members to do the work
- Find a few more “Solicitors” for your board

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WHERE TO FIND THE HANDOUTS

[www.https://heritageconsultinginc.com/blog/post/handouts-i-hate-fundraising-Scranton-pa-PDC-conference-2023](https://heritageconsultinginc.com/blog/post/handouts-i-hate-fundraising-Scranton-pa-PDC-conference-2023)

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QUESTIONS?

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