

---

# Basic Principles of Grassroots Fundraising

Presented by:

**Kim Klein, Resident Resource Person**

Institute in Management and Community Development

Concordia University

[kim@kleinandroth.com](mailto:kim@kleinandroth.com)

Sponsored by: Trillium Foundation, Laidlaw Foundation, Tides Foundation, Metcalf Foundation, United Way, and the City of Toronto

---

---

# Basic Principles

## 1. Fundraising is Mission Driven

Not: Donor Driven  
Funder Driven  
Cost Driven

---

---

## Two Rules For Success:

- A) Ask your most faithful, most loyal people most often
  
  - B) Follow the principle of EXCHANGE:  
People pay you to do work they cannot do alone.
-

---

# Making Your Case (Statement)

- Mission (Why do you exist?)
  - Goals (What do you do?)
  - Objectives (How do you do it?)
  - History (How long & how well?)
  - Budget (How much? From where?)
  - Structure (Who?)
-

---

# Message

- **1-2 short sentences, even a phrase**
  - **Easy to remember**
  - **Everyone leads with it**
  - **Statement of belief**
-

---

# Sample Message Statements

***“ We believe it is easier to build a child than to repair an adult”***

**(School for Disadvantaged Children)**

---

***“Violence is never an appropriate response to a domestic dispute”***

**(Domestic Violence Program)**

---

## Sample Message Statements

We believe in the power of art to change the world

(Theater company)

Change is possible if people know their rights and claim them.

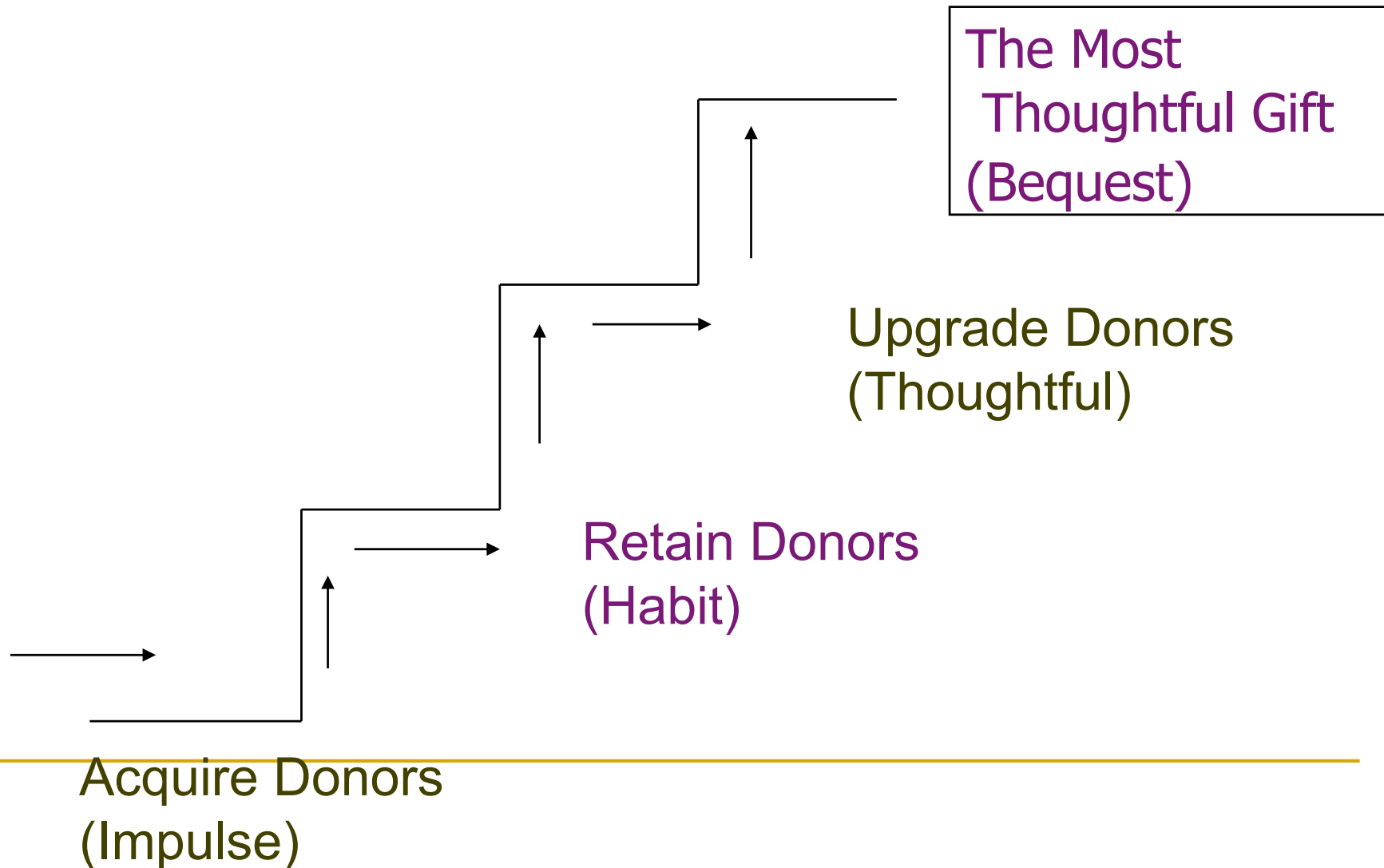
(Human Rights organization)

Health care is a right and not a privilege.

(Free Health Clinic)

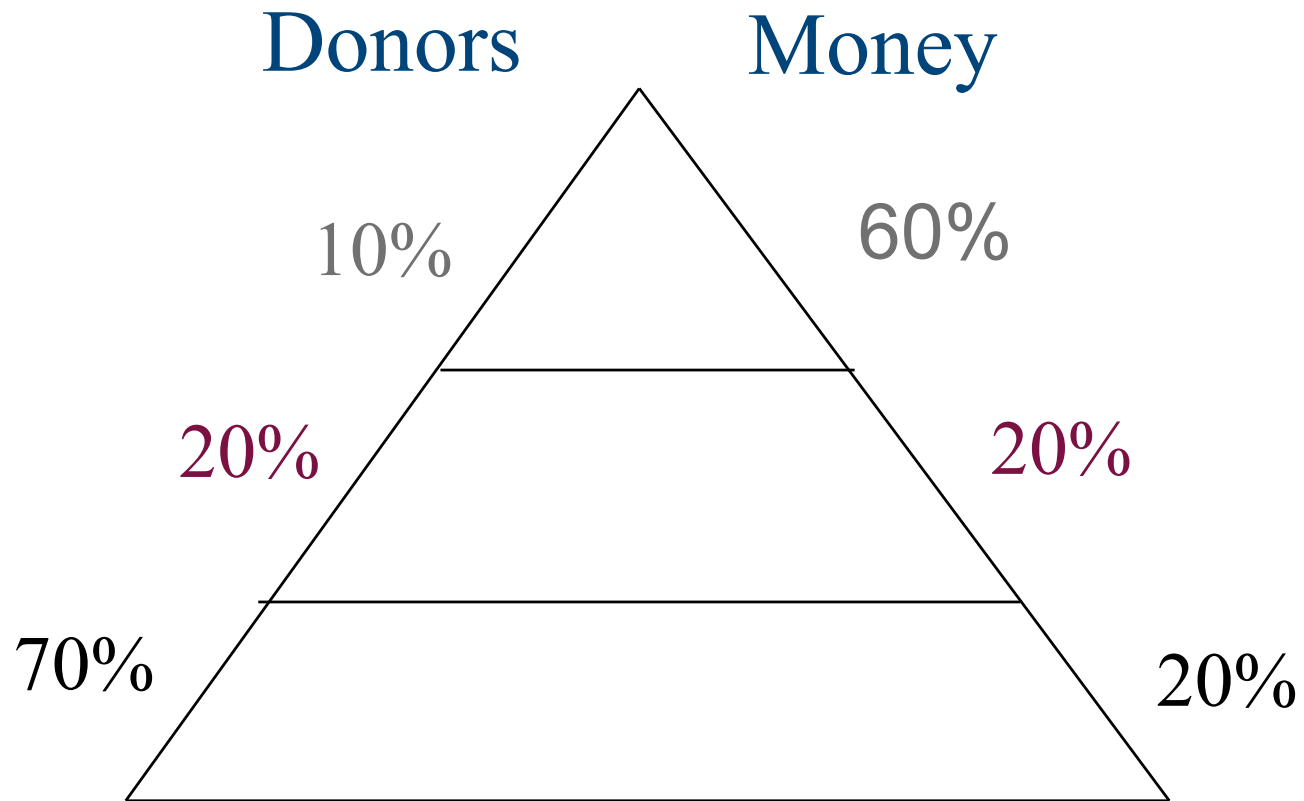
---

## 2. The Purpose of Fundraising is to Build Relationships



---

# Donor Pyramid



---

## 3. Choose Appropriate Strategies

What do you want back for the effort you make?

- Money
  - Donors
  - Volunteers
  - Visibility
  - Build Community
-

---

# Ladder of Effectiveness

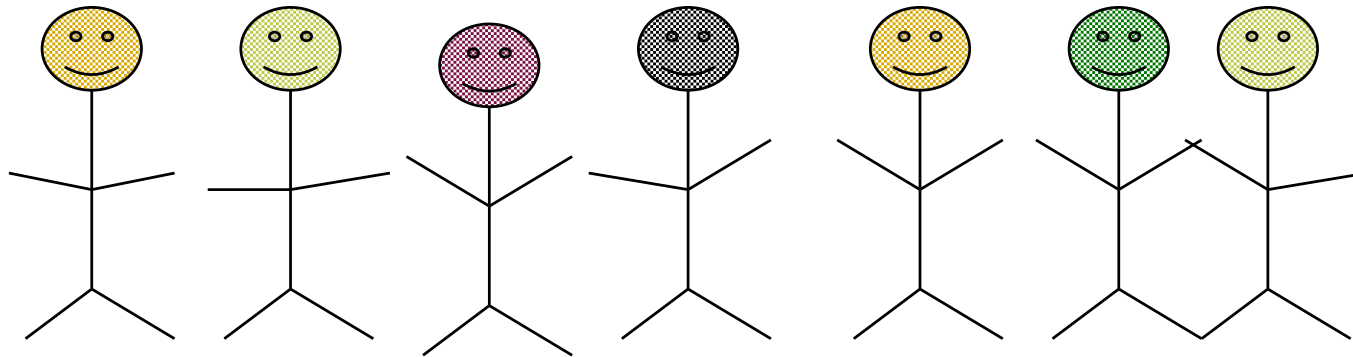
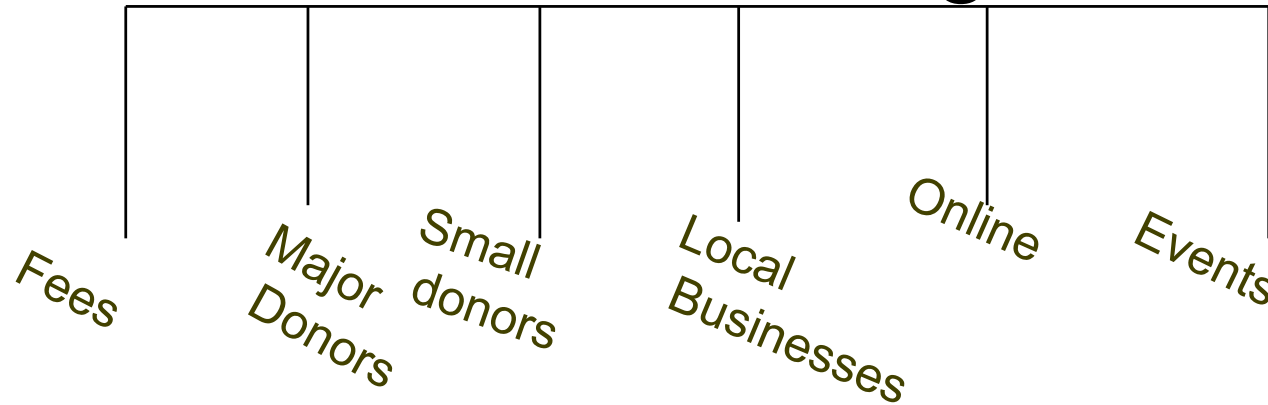
(Time In → Maximum Money Out)

<u>Strategy</u>	<u>Response Rate</u>
Personal Face to Face Ask	50%
Personal Phone Call	25%
Personal Letter	10-15%
Phone-a-Thon	5%
Direct Mail (Acquisition)	1%
Special Events	Varies

---

# 4. Diversity Creates Financial Health

## Sources/Strategies



Fundraising Team

---

# Sample Board Agreement

- ***I, Betty Lou Board Member, will:***
    - **Give \$1000 before November 1.**
    - **Help raise \$5000 by hosting a house party at my house in May.**
      - **GOAL: 20 new donors @ \$100-250 each**
    - **Work on annual general meeting.**
-

---

# Principles of Fundraising

- Fundraising must be Mission-Driven
  - The Purpose of Fundraising is to Build Relationships
  - Choose Strategies Based on Results
  - Diversity Creates Financial Health
-

---

# Five Tips, Summarized

1. Success is asking
  2. You have to be OK with NO
  3. What you believe in is more important than anything else
  4. You don't have to ask everyone
  5. Put yourself in the donor's shoes
-

---

FINALLY...

- Practice makes perfect

Start asking today.

Start with YOURSELF

Move on to the next easiest person you can  
imagine

Move on to the next easiest person after that....

---

---

# Recommended Resources

*Grassroots Fundraising Journal*, a bi-monthly periodical available from:

[www.grassrootsfundraising.org](http://www.grassrootsfundraising.org)

Books:

Fundraising for Social Change by Kim Klein

Accidental Fundraiser by Stephanie Roth and Mimi Ho

Grassroots Grants by Andy Robinson

Jossey Bass Publishers

Websites:

ImagineCanada.ca

CompassPoint.org

Afpnet.org

---