

Fundraising for Disability Providers

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Agenda

- 1 Mass-Market Fundraising
- 2 Personal Cultivation
- 3 Stewardship
- 4 Resources
- 5 Q & A

Mass-Market Fundraising

EVENTS

- Plan your year out ahead to give time to prepare
- Have one "large" event
 - Pick something unique so you're not competing with every other bake sale in the area. Ex - Talent Show, a dinner, raffle, trivia night
- Monthly Restaurant Fundraisers
 - Ex - Chipotle, Papa Johns, Panera Bread, Applebee's, etc
- Apparel Fundraising
 - Local places can be nice, but online fundraising sites can be very easy and charge no setup fees



Mass-Market Fundraising

USE YOUR RESOURCES!

- Start a fundraising committee. Invite staff, board members, and friends.
- Host all your event flyers, spreadsheets, and other event info somewhere all committee members can find it (example: Padlet)
- Don't put it all on yourself! Give your board members and staff chances to find donors, event sponsors, raffle basket donations, etc. You never know who has an amazing contact for your event!



Mass-Market Fundraising

PROMOTION

- Create flyers, social media posts, and more on Canva
- Use your local chambers and county board.
- Share on social media and local Facebook groups
- Heartstring Story!
- Google Ad grant
- Press Release
- Printed flyers to local businesses, and your mailing list
 - *event registrations are a great time to start or expand your mailing list



Fundraising Events

The Alpha Group

- Zoom Duck Derby
- Casino Night
- Reverse Raffle
- GivingTuesday
- Silent Auction
- Restaurant Fundraisers

Ability Works

- Donut Fest
- Talent Show and Dinner
- Golf Fundraiser
- Restaurant Fundraisers
- Apparel Fundraisers
- End of Year Donation Push



Grants and more

- Do your research for local, and national grants
 - There are a wide variety of grants from large grants for building renovations and accessible furniture, to small items clients can enjoy
- Check out businesses that will give coupons/donations
 - Businesses such as Home Depot give \$50 coupons every quarter
 - your local event places, amusement parks, etc will give free or discounted tickets for your clients

Personal Cultivation

1. Development Coordinator or a Major Gifts Officer who is dedicated to growing current relationships with donors or cultivating new ones.
2. This person helps grow your sponsorship and donor base.
3. Hopefully, one-time donors turn into recurring donors.
And sponsors/donors increase their support over time.



Stewardship

1. This type of "fundraising" takes place after a donation has been made.
2. Giving thanks, letting donors know the impact of their gift, hosting a stewardship event, recognizing a donor's birthday, etc.
3. The most important part is making sure the donor feels appreciated and inspired to give again!



Thank
you

Resources

Sweepstake/raffle	RallyUp
Ticketing	Event Bright, Givelivly, Classy and Qgiv
Auctions	ClickBid, Classy and Qgiv
Recurring Giving	Give Lively, Snowball, Classy and Qgiv
Donor Management	Classy, Qgiv, NetworkforGood
Apparel Fundraising	Bonfire, Ink to the People
Payment Processors	Stripe, PayPal
E- Newsletters	Mailchimp (free), Constant Contact
Team Organization	Padlet (free)
Design	Canva (free), Spark Post (free), Crello (free), Animaker, and Various Adobe design products

Q & A