

# THE FUNDAMENTALS OF FUNDRAISING.

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Learn How To Raise Money For Your  
Organization Consistently



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**THE  
FUNDAMENTALS OF  
FUNDRAISING**

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# **DEDICATION**

This book is dedicated to Jehovah, my father, the  
source of all knowledge, understanding and  
Wisdom.

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# INTRODUCTION

**T**his book is about helping you become a successful fundraiser. It's a grounded resource, built on hard facts and proven strategies while talking to a good number of successful fundraisers.

It won't bring you some magical success but it will make you reevaluate your fundraising capabilities and help you become a better fundraiser.

In Fundraising, as with everything in life, we do not rise to our goals, we fall to our systems.

This is why the book is divided into different parts, with each part focusing on the different stages of a successful fundraising campaign.

We started off by dissecting one of the most successful fundraising events ever organized where over \$400 million USD of today's money was raised.

The next part then focused on the mindset you must imbibe to be successful in fundraising.

With the right mindset in place, we then proceed to look at how to become funding ready as a nonprofit organization.

Next, we explored how to develop a fundraising plan for your organization. To develop a fundraising plan, you must identify the best fundraising strategy for your organization, create a step-by-step course of action to reach your fundraising goal, and an attached budget to show what it will cost the organization to reach its goals.

After creating your fundraising plan, there are resources you must develop to make your plan work. Without those resources in their respective places, you stand a chance of losing your organization's credibility.

The last chunk focuses on everything you should know to launch a successful fundraising campaign.

To crown it all, we ended by exploring how to set up an online fundraising strategy for your organization.

From this book, what you will notice is that there aren't any specialized secrets to fundraising, it's all straightforward and obvious stuff you have never thought about in this way before.

Here's what I have learned over the years as a nonprofit professional, as every nonprofit is unique, so are their fundraising strategies. What worked for Mr. A or in

2020 won't necessarily work for another or in this present time.

Two organizations may on rare occasions share one funding target audience but require a different strategy to engage that same target audience. Talk more about the variety that exists in organizations with different target audiences.

It is this variety that makes a mockery of those charlatans when they begin to implement their once famous strategies on every organization without result.

It is therefore a matter of utmost priority for every organization to identify the best strategy to raise money consistently to meet its needs.

Fortunately, we've been able to make sense of it all and this book is all about helping you make sense of it all.

So, how's is all this going to help you.

Armed with this book, you can develop a unique fundraising strategy for your organization and charge into the real world and begin to generate results for your organization.

This book is grounded in reality. I won't go about painting a paradise for you when we are yet to focus on what has to be done to bring paradise to reality. What I



am more interested in is showing you how it works, how you can create your system, and motivating you towards executing passionately because only then can you see true and sustainable results.

This leads me to the philosophy upon which this book is written. Every successful framework is based on tested and proven principles and philosophy.

It is expedient you understand these philosophies if you must be successful in fundraising.

**Systems:** In fundraising, we do not rise to our goals, we fall to our systems. Regardless of how much impact your fundraising goals will achieve, without a solid system put in place to generate the resources consistently, you may never meet your fundraising goal.

**Value and Result Driven:** Money follows value. Regardless, a good number of founders still believe they should get funded just because they are a nonprofit. No, money follows values. That's why to identify the best fundraising strategy for your organization, you must identify the value your programs and organization provide, identify who will be interested in paying for this value, and then proceed to create an offer they can't refuse.

**Commitment and Consistency:** If you get your fundraising system right, all you need to do to win both

now and the future is simply to be committed and consistent. If your strategy demands you show up daily, you do so with your head high ready to take on the world.

Fundraising Cost: Surprising to see some founders reach out to raise over a hundred thousand dollars yet they do not have a budget to make that happen or desire to spend a dime. Fundraising will cost you. This is the truth if you are going to be successful. Though just a very little fraction of what you are aiming to raise but it will cost you. Know that and know peace.

This book explores all these philosophies at different phases of the framework and provides practicalities to implement the framework and its philosophies into your organization daily.

Once you understand the framework and how to implement it into your organization, all you have to do is focus on implementing daily to see your desired results.

I believe, that by the time you finish this book, you will be a lot wiser and your organization wealthier.

Join me as we walk down the path necessary to successfully raise money consistently for your organization.

# CHAPTER 1

## THE GREATEST FUNDRAISING DINNER

**L**et me introduce you to one of the finest fundraisers to walk the face of the earth.

He led the first-ever recorded successful fundraising event over 3,000 years ago. When He was chosen to lead his people, he was the least qualified in his household. Yet, he had great dreams and aspirations for his people, God's people.

His name was King David.

King David had a personal vision, to build a permanent temple for the Israelites. He wanted this temple to be majestic; to serve as a place of worship to God and a heritage to the children of Israel from generation to generation.

At the time, the Israelites were in dire need of a Permanent Temple to replace Moses' Temporary Tabernacle (Tent).

And King David knew he couldn't do it alone. In short, he was abolished from the building process in any way as a man of war and his only option was to facilitate the resource generation process.

To bring this divine plan to life, he needed the support of everyone including every Israeli household and international allies.

Bringing this number of people together towards a common cause regardless of their differences at the time was a feat no one could anticipate.

But like a leader, King David took charge. He, first of all, invited Princes and princesses from every tribe of Israel to Jerusalem and appointed prominent ones among them over key positions in and around Jerusalem. This gave him good standing among all the tribes of Israel.

He proceeded to create a very meticulous plan with Divine help. The plan went as far as listing the amount of gold needed to hold each golden candle stand and that of silver. It also spelled out the division of labor within the temple and how each Levite and staff will be paid.

He then proceeded to invite all the captains of armies, officers, heads of families, and princes for a splendid dinner. For without these gatekeepers and stakeholders it was almost impossible to reach the

average Israeli household not to talk of winning their entire commitment to the cause.

To cap it all, King David made one of the most expensive fundraising speeches that night that led him to raise over four hundred million dollars of today's money in one night.

King David, like all successful fundraisers, had a mission. His was quite ambitious. His long-term strategic plan was to put Israel on the map for generations indefinite.

And indeed, King David was very smart. He knew if he could appeal to the leaders to become examples to others and spread the message, he'd achieve much more.

He had a successful strategy as he understood where the value in the project lies and who will be interested in paying for that value of which he paid the highest. Rather than simply implement any strategy, he knew how to present an offer to those who will be interested in the value his Temple building project provides.

He went further to appoint a successor on whose watch the temple will be built and lead the fundraising with his gift and a challenging appeal the invitees couldn't resist.

That night they partied like never before with everyone satisfied, they gave willingly and wholeheartedly.

Indeed, King David was a great orator. He was able to convey his plans excellently and did so in such a way that he transferred his passion into every invitee.

### **Here's a copy of his speech**

*“Then King David turned to the entire assembly and said, “My son Solomon, whom God has clearly chosen as the next king of Israel, is still young and inexperienced.*

*The work ahead of him is enormous, for the Temple he will build is not for mere mortals—it is for the Lord God himself! Using every resource at my command, I have gathered as much as I could for building the Temple of my God.*

*Now there is enough gold, silver, bronze, iron, and wood, as well as great quantities of onyx, other precious stones, costly jewels, and all kinds of fine stone and marble.*

*“And now, because of my devotion to the Temple of my God, I am giving all of my own private treasures of gold and silver to help in the construction. This is in addition to the building materials I have already collected for his holy Temple.*

*I am donating more than 112 tons of gold from Ophir and 262 tons of refined silver to be used for overlaying the walls of the buildings and for the other gold and silver work to be done by the craftsmen.*

*Now then, who will follow my example and give offerings to the Lord today?”*

*Then the family leaders, the leaders of the tribes of Israel, the generals and captains of the army, and the king’s administrative officers all gave willingly.”*

*1 Chronicles 29:1-6 NLT*  
*(<https://bible.com/bible/116/1ch.29.1-6.NLT>)*

That night, King David gave us a unique formula for writing fundraising appeals. A formula I modified and call “VIFRCC” which is an acronym for Vision, Impact statement, Fundraising budget, Resource usage, Current contribution, a Challenge appeal.

*Vision: He explained his Vision (What he intends to achieve) and why it was important to him and them. Here you can use stories to drive your points home.*

*Impact Statement: Here you show accountability by accounting for the resources you’ve been given.*

*Present Fundraising Budget: State the present fundraising goal you have to meet.*

*Resource usage: Explain what the money will be used for and how it will be used.*

*Current Contribution: Announce what you will contribute to the success of the program.*

*A challenge Appeal: A challenge to join you in making the vision a reality.*

Today, the temple still stands regardless of past destruction and it indeed serves as a heritage site for all Israelis and people from across the world; fulfilling King David's dreams. King David on the other hand is regarded as one of the greatest Kings to walk the face of the earth, with his throne still standing until this day.



## CHAPTER 2

# THE WINNING FUNDRAISING MINDSET

**B**efore now, we often wonder, what differentiates successful fundraisers from those who continue to struggle?

We kept asking, what made the difference between success in fundraising and an outright failure.

From research, observation, and discussions with other professionals, we discovered factors like having a solid fundraising system, hard work, consistency, etc.

One key reoccurring factor we discovered among all successful fundraisers was the ‘Mindset’ they all carried.

The mindset factor was so powerful that even those who didn’t do much hard work, had no outright fundraising system but still found success in fundraising just by carrying the right mindset.

As a successful consultant, I have seen mindset also get in the way of founders with outstanding vision. They kept running around trying to change everything else except their mindset and kept generating the same frustrating result.

What many do not know is that every behavior is driven by an underlying mindset which in turn influences our outcome.

Behavioral science has proven the relationship between mindset, behavior and outcome over and over again with loads of experiments including works of the popular Carol Dweck.

The wise King Solomon saw this connection long ago when he wrote “As a man thinketh in his heart, so is he” in the book of Proverbs.

Recent studies show humans think 60,000 to 90,000 thoughts every day. Interestingly 80% of this thought is repeated daily.

It means, If you carry the wrong mindset, you may be stuck in a loom of wrong behaviors which continue to produce failed results.

That’s why any real change, growth, and empowerment must start from the mind. Because until the mind is free, the result will always be consistent with the mindset.

Rather than running around, changing strategies, funding audience and every other factor, by imbibing the right fundraising mindset, we can switch our behaviors to begin to command our desired results.

Successful fundraisers know this truth and continues to harness this one universal law to their advantage when fundraising.

You can begin to harness this unique mindset to your advantage too. Here is a list of orientations you must carry to be successful in fundraising.

## **ABUNDANCE AND PROVISION**

Humanity is yet to explore 70% of the wealth planet earth holds. There will always be enough for everyone. If you provide value, you know how to ask, and are determined enough, you can always access a fair share of the resources available to humanity. It is a natural law that can never be broken.

The abundance mindset focuses on what's available and considers how to use what's available to get what they lack.

So never you catch yourself glorifying lack whether by thinking or complaining about it. Rather think abundance and abundance will be your reality.

Also, if you are like me whose vision is from God, then you have an extra reason not to worry or doubt in any way because If God gives the vision, He will make provision.

## **CARRY UNBREAKABLE CONFIDENCE**

Many nonprofit founders and leaders lack the confidence necessary to succeed in fundraising.

On many occasions, as startup founders, we devalue ourselves, our programs, nonprofits, and activities for the sake of the perception of others just because we do not want their rejection.

We fear that we are inadequate. We see so many competitions around us with people who are far ahead and doing better and that sends a chill down our bones.

Many ask themselves consciously and unconsciously “who am I to be a leader? Why would anyone want to listen to me? Who am I to sit at this table with these big names?

When the question should be, if not me, who?

You are special and there is a reason you are among men at this time with the opportunity to run with this life-changing vision.

Regardless of the size of your vision, you are a leader and you must boss up and show up as one. You playing small does not serve the world; neither does it serve you or your organization.

You deserve a seat at the table as everyone does. And this is where unbreakable confidence comes in.

Because how you think about your position at the table will determine what and how you will eat. If you think small of yourself, you will go for the small chops while others help themselves with the nutritious and rewarding meal on the menu.

To be successful in fundraising, you must believe you deserve all the support you need and nothing should ever shake that confidence. Not your present situation nor the resume of people sitting at the table with you or that of your competition.

You must let your light so shine that men may see your glory and come to partake of our light. And that can only be possible when you carry unbreakable confidence in yourself and your vision.

“Whatsoever we believe with self-confidence, becomes our self-fulfilling prophecy” Brian Tracy

## Take Self Care and Healing as a Priority

As surprising as it may sound, many nonprofit founders and leaders do not take care of themselves.

They spend a good buck of their resources pursuing their organization's mission while paying very little attention to self-care.

A good percentage of others are yet to heal from the trauma that led them down the social impact path in the first place.

While we may think taking care of ourselves shouldn't affect our impact in any way, on the contrary, it does and affects every area of our lives including our fundraising endeavors.

I am not trying to say, go spend a whole buck on yourself. What I am simply saying is, to give your best, you got to be your best.

Being your best requires you to completely heal from any trauma you've experienced or still do handle your finances break free from any addiction figure yourself out. And take good care of yourself including exercising and eating healthy.

You also have to question those false narratives you've been telling yourself over the years and redefine them appropriately.

To achieve this feat, it is okay to take some time off, learn a new skill, spend time with your family, go on vacations and just experience life.

You will return refreshed, with a better perspective that would see you through including fundraising.

## **ASKING**

Many people are scared of asking for help. Either for fear of rejection or so they don't look helpless.

This self-limiting behavior is one factor holding a large number of people from achieving success in their fundraising.

Rather than the misconceptions, many have about “asking for help”, I have found asking for help to be one of life's greatest hacks to achieving anything including your funding goals.

But you must learn how to ask for help the right way. During the last chapter when we discuss how to launch a fundraising campaign, I will show you the three steps to ask the right way.

## **BE STRATEGICALLY INTENTIONAL**

You must know what you want and be strategically intentional about it.

King David knew he needed his people to give, rather than target the average people, he targeted world leaders, officers, and commanders who in turn reached out to their constituents.

For everything you want to do there are cheaper, easier, better, and more efficient ways to do it. You must carry the mindset that helps you step back, re-evaluate your situation and decide on the best and most strategic cause of action to take.

Also, innovation is taking over, the brick mortal system is gone for good. We must identify strategies, partnerships, platforms, and resources that provide the greatest leverage and harness every opportunity within.

## **THE GROWTH MINDSET**

### **Be Teachable**

The world is changing every day. What worked before today no longer works. Therefore, to be successful, we must be open to new ideas, new strategies, solutions, and ways of doing things.



Find mentors, coaches, and professionals who want to see you win and are willing to invest in you. Be open to learning at every point in time as every situation is a learning experience for a visionary.

You must identify areas you are holding yourself back and keep practicing as you are going to make mistakes. You have to continue doing the mental work until you undo the mentality holding you back only then can you experience your next level of success.

## CHAPTER 3

# BECOMING FUNDING READY

**A**re you ready for the funding you desire? Or are you just like the unsettled man with a scattered home who invited his neighbors in for dinner?

While they may accept the gesture, they may think twice before visiting your home again.

As funny as this narrative may sound, many nonprofit founders and leaders are just like the unsettled man.

They are yet to get their acts together; they are yet to fully comprehend exactly what they are doing. Their organization on the other hand looks very much like a scattered home. No staff, volunteers, board members are inactive, an outdated website, and a long list of programs and activities, all lying within the mental faculties of the founder.

If you are struggling with fundraising you may fall within this category.

Funders are serious-minded people who want to ensure all their resources are spent judiciously. With that in mind, they are very intentional in choosing an organization to give their resources to. If they notice anything off about your organization, you've lost that dollar and it may never come back to you.

Why?

Because there are loads of organizations out there competing for the same dollar who may be better prepared and provide a better process that makes donation fun and easy.

It's nothing personal, humans are naturally wired to connect to structure and good experiences.

Therefore, to be successful in fundraising, you must ensure every structure is in its proper place and the donation experience you provide your donors are bar none (best of its kind).

Here are some of the structures and processes that must be in place for donors, sponsors, and grantors to determine your funding eligibility:

## **A FUNCTIONING AND ACTIVE BOARD**

The first step to being structured the right way is to have an active board you work with for the success of your organization.

As we've seen over the years many boards have gone cold. From the once eager and passionate individuals who would do anything to see the organization grow to strangers and bystanders.

This sad phenomenon is growing.

Many founders seeing these changes, rather than pursue alternate means take on the job of the board all by themselves. This soon leaves many tired, and frustrated and on many occasions, they abandon their vision.

Why, because without an active board, it is almost impossible for an organization to truly grow.

While the result of the founders may be evident, here and there, it can never be compared to the results of an active board all working towards achieving the mission and vision of an organization.

Therefore, to be successful as a founder in any or every aspect of your nonprofit work including fundraising,

you must learn to build and nurture an active board that is solidly behind you at every point in time.

Again, this is one task many founders fail at.

This is usually because founders are easily carried away with their impact and responsibilities that they undermine board communication. Some went about board recruitment the wrong way while others treat their boards as outsiders.

In any of these ways, founders have failed but this doesn't have to continue anymore.

For the sake of struggling with board recruitment, here's a step-by-step process to recruit an active board.

- Spell out the details of your prospective board members. Locations, Communities, Skillset, Values, Gender, Age range, Status, etc.
- Create the documents you need for your board recruitment e.g., Board roles & responsibilities, board application form, conflict of interest statement, bylaws, handbooks, strategic plan (if you already have one), etc.
- Make a Video talking about the need you solve, intend to solve, and the kind of people who can make it happen. At the end of the video, include

a call to action asking people to fill out your board application form.

- Pin this post to the top of your profile and copy the link.
- Visit groups your target audience are likely to visit daily and just post about your mission and vision asking for reviews and opinions. Those that react to your post and align with your organization, can reach out and send them a link to your video.

Do this for one week, you'd be surprised by the results you will command. Once you have a handful of people

- Pick out your forms and interview candidates. Successful candidates can then be presented with the bylaws and other relevant documents during their onboard sessions.
- Proceed to schedule your first board meeting to appoint officers and distribute responsibilities.

For those who are looking to reactivate their boards.

- Organize a board retreat; You can tag the retreat, celebrating our history and defining our future. There should be refreshments and all sorts of fun.

- During the retreat, Inaugurate a board development committee from among inactive board members with you as the chair.
- Work with the committee to define and create a template for healthy board engagement including rewriting board roles and responsibilities, and evaluating bylaws (very crucial).
- Organize a board meeting where everyone is boarded using the new and evaluated documents.
- Distribute responsibilities and create an accountability system to guide every member of the board.
- Recommend board training and execute strategic planning or review your strategic plan together as a board if you already have one.

With your board active and eager to Implement, we can now look forward to how to re-energize your team and staff to ensure they deliver on their day-to-day responsibilities for your organization.

## **AN EFFICIENT AND EFFECTIVE TEAM**

Is Team Building limiting your fundraising approach?

Alone, you can only go as far as your energy can carry. Together, as a team, you can go farther and perform twice your ability.

This is the reason geese fly in a V shape when migrating. By flying together, they go thousands of miles each individual cannot go while creating a momentum that supports even the weakest ones along the journey.

This is the power of a team.

Yet many nonprofit leaders do not have a team. A good number do not even know the difference between their board and everyday implementation team with some settling for a few active board members as implementation teams.

Many organizations do not even have a fundraiser even if it is a volunteer; someone dedicated to identifying and bringing in resources for their organization.

Aside from the importance of having a complete team and a fundraiser to bring in resources, a complete team also shows the quality of your organization to donors, sponsors, and grantors.

With specific individuals well trained to serve your audience, you build a connection between your organization and the outside world. And you also show



the world you aren't a one-man show. No one wants to fund a one-man show.

Here's what a complete fundraising team looks like; a grant writer, nonprofit marketer, graphic designer/videographer, copywriter, partnership officer, Fundraising Manager, Social media manager, etc.

For those who can't employ staff now, here's what you can do today if you do not have a fundraiser.

- Recruit, appoint, inaugurate or elect someone to oversee your organization's fundraising even if it is voluntarily.
- Request a fundraising plan from this individual and review it with your board.
- Begin to implement the plan with your board.

## **STRATEGIC PLANNING**

I see a good number of nonprofit founders trying to build their organizations and fundraise without a strategic plan and I think it's time to put things into perspective.

You need a strategic plan (I can't emphasize this enough)

## **Here's why you do. To:**

- Provide your organization with strategic direction. You are most likely going to be everywhere doing activities that lead you nowhere close to your vision without a strategic plan. Your target audience wants to see that you know exactly what you are doing and where you are going. Only a strategic plan communicates that thereby giving your audience confidence in your organization.
- Run an active board. Strategic planning provides you the opportunity to plan with your Board thereby giving them a feeling of involvement in your organization. Also, since they planned with you, they are more likely to implement with you.
- Successfully fundraise. Without a strategic plan, you may never know how much you need to achieve your goals. That would leave you with a guessed figure that's most likely either going to be beneath your budget, over your budget, or in no way near your budget.
- Build community support: Strategic planning is the surest way to begin building community support for your organization. By collecting the opinions, suggestions, and polls of the

community and prospective partners you serve during the community needs assessment, you provide them an opportunity to have a voice in your organization and provide you with a solid support base from within your community.

Since strategic planning involves reaching out to your target audience, you can begin building support for your fundraising even before you begin asking for donations.

Through strategic planning, you can also begin building your email list and online community for later opportunities.

One of the critical areas I look at when nonprofit leaders reach out to discuss funding is strategic planning.

Why? Because:

- Without strategic planning, fundraising is almost impossible since you have no direction people can buy into.
- A poor strategic planning process almost equals no strategic planning.

I will explain.

Number one is quite straightforward. Without a strategic plan that helps you put together a working budget, you may not even know how much you need to

fund the project not to talk of the lack of clarity that would limit you both now and in the long run.

Number two is where many nonprofit leaders can't come to terms with because only a few truly understand the strategic planning process.

**A key part of the process is**

- Working with your board to develop the plan
- Engaging your community throughout the process

Because many do not know this, they hire consultants who conjure up plans and programs to submit to their board for approval. Others create this plan all by themselves in isolation and push the plan on their board and staff to execute.

I know this because I was once in that shoes.

For a strategic planning process to be successful, it must involve every member of the board while engaging the community throughout the process (this includes during implementation) Anything short of this will result in a poor strategic planning process that may not produce any result.

Because people only commit to plans, they are a part of creating. If you want your board and community to

support you and your organization, they must be involved in the process. Even if you have to bring in a consultant, their roles are simply to guide you and facilitate the process and never to take up the process by themselves.

### **Here are the steps to strategic planning**

- **Strategic Planning Preparation Meeting:** This is to define the schedule of the planning process and distribute roles among board members
- **Needs assessment and data collection:** Collect data to understand the real need and underlying issues. You can harness this opportunity to begin building community support.
- **Identification and Adoption of Strategic Goals:** Identify specific goals to be achieved that will move the needle for the community you want to serve.
- **Program Development:** Develop impactful programs capable of helping you achieve your organization's strategic goals.
- **Budgeting:** Identify your organization's fundraising goal (working figure) by creating a budget that spells out the complete need of your organization.

- **Fundraising and Partnership Planning:** Spell out how you intend to fundraise to meet your fundraising goal. Also include the names of all prospective partners and sponsors.
- **Strategic Plan Creation:** Proceed to develop your plan. Make it visually attractive by designing it in your organization's colors.
- **Resource Creation:** There are resources necessary to implement every plan. This could be a website, sales page, social media platforms, office space, etc. It is your responsibility to identify every resource you need and proceed to create them even before they are needed.
- **Start to Implement on Strategic Plan:** Begin implementing your strategic plan with your board.

## **COMMUNITY BACKING**

Community backing is very crucial to funding. While it is expected you gained community backing during strategic planning, community backing also encompasses partnerships with businesses and nonprofits across your jurisdiction and those that align with your mission.

Many major grants are never issued to one nonprofit alone. Funders and grantors like to see partnerships at play that's why 75% of major grants request some form of partnership.

They look at your followership to gauge your social capital.

Why not begin building that partnership and followership now pending when the request. Partnerships as small as cross-content posting, supply of basic stationeries to staff, invitation to feature on podcasts, free marketing opportunities, and physical presence during program implementations are simple ways to kick off partnerships.

Create a list of prospective partners and proceed to create a timetable to recruit each of them as partners.

Identify the UN office close to you and initiate a partnership. Do the same for USAID, Red Cross, American Cancer Society, Rotary, and every notable organization you can think of. Take pictures with their executives and connect with them on LinkedIn. Run a PR to let the world see these partnerships and put up your media and pictures all over your website and strategic plans.

This will make your organization look bigger than life and attract powerful and influential people to your organization.

## **RESOURCE GENERATION**

You must have the necessary resources to receive the funding you need before reaching out to anyone.

If you need a website, landing page, thank-you letter, bank account, receipt, invoice, or any resource, they must be in place before reaching out. If you have to get your 501c3 (tax exemption) please do (though not on all occasions)

You must look through your funding plan to identify exactly the resources you need to launch and sustain a successful fundraising campaign.

If you reach out without creating these resources, you may risk your credibility by providing a shady donation process.

Other resources could include marketing materials like fliers, strategic plans, business plans, program portfolios, approval letters, etc.



## STEWARDSHIP

How much have you been given in the past and what have you done with it?

This is one question every donor must ask so it is wise you prepare beforehand as your answers will determine whether you get the dollar or not. Except you are just starting. Again, you will be asked, what have you done with what you got.

Another important aspect they did look out for is the mechanism you put in place to ensure transparency and accountability.

To show your proof of stewardship, after every annual cycle, develop an impact statement that shows exactly how much came in and how it was spent and the people impacted. This brief document is called an Impact Statement. This impact statement can be used as a donor magnet and source of credibility for your organization.

To show accountability and transparency, you must put a mechanism in place that reports back to donors consistently on how funds are spent. This could include a monthly financial report signed by the organization's CPA.

Becoming fully established is a process. This will require you to identify what is missing and endeavor to

put it in place; this is the essence of becoming funding ready.

This may not be a one-day process, nor would it be a month process though it may. It is simply a conscious process you work towards each day until you get to that point where other organizations begin to cling to you as a source of credibility and fundraising channel.

## CHAPTER 4

# DEVELOPING A FUNDRAISING PLAN FOR YOUR ORGANIZATION

*“For which of you, intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it?*

*Lest haply, after he hath laid the foundation, and is not able to finish it, all that behold it begin to mock him, saying, This man began to build, and was not able to finish.”*

*<https://bible.com/bible/1/luk.14.28-30.KJV>*

**E**ver seen or heard of a general going to war without a plan?

Or ever seen a house without a plan?

If you haven't seen or maybe you've experienced the catastrophic effect of building without a plan, why then do you go about a task as complex and important as fundraising without a plan?

Even the great King David with all his wisdom, access, and might had a plan. One he premeditated to the very last detail.

Failing to plan or entirely plan the wrong way is one of the greatest undoings of the present crops of nonprofit leaders we have today.

That's why we have nonprofit founders struggling and abandoning their vision in frustration with their numbers.

Because failing to sit down to plan is planning to fail.

The truth is, that many nonprofit founders want to plan. There's a natural urge in every human to want to get a grasp of the complete situation before executing.

But many do not know how to plan. Others simply jump in eager to take action without a plan. Another group prefers to outsource this very important aspect of their organization to agents, consultants, and marketing agencies who are more interested in earning a dollar for themselves than for their organization.

While some of these outsourcers may find some results, nothing beats planning your fundraising yourself especially if you are going to be in charge of executing the plan. A consultant, coach, or fundraising strategist

may guide or facilitate the planning process, but it is paramount to be a part of the planning and execution.

This chapter is therefore focused on helping you create your fundraising plan all by yourself so you can be able to replicate the process anytime you want to.

## **HOW TO CREATE YOUR FUNDRAISING PLAN**

A fundraising plan is simply a document that shows the step-by-step procedure to successfully raise money for an organization consistently.

It includes key events, activities, fundraising funnels, goals, and individuals' responsibility for the different responsibilities.

Without a fundraising plan, it is easy to get off track and lose sight of priorities. But with a fundraising plan, you will know exactly what to do daily, weekly and monthly to raise money for your organization consistently.

**There are five planning phases you must go through to create your fundraising Plan**

1. Strategy Planning Phase

Here you are expected to identify the best fundraising strategy for your organization. To identify the best fundraising strategy for your organization, you have to

- I. Identify the Value in Your Programs and Organization: As I said at the beginning of this book, money follows value. Therefore, the best fundraising strategy for your organization is one that provides the greatest value to your funding target audience (we will learn more about this audience in a bit). Every program, event, or activity your organization involves in that requires fundraising must provide some form of value people will be willing to pay for, if it doesn't, then it's most likely an infeasible program and should be scrapped immediately. Identifying the value can be sometimes daunting because the value is very much relative (what is valuable to one may not be valuable to another). In today's world, the value could be anything. It could be attention, followership, education, information, gifts, empowerment, etc. For example, an organization that trains nonprofit founders to have different value points. One the training which is education is one value point. The number of people the organization brings together is another valuable point. Training intellectual property is another valuable point. Why? Because people will be willing to part way

with their money for these value points which we will discuss next.

- II. Identify your funding target audience: Your funding target audience is those who will be willing to pay for the value your organization provides. They are those who will benefit from the value you provide. One factor you to be clear about is that your impact audience won't always be the same as your funding target audience on many occasions. The value you provide to those you impact may not come back to your organization monetarily. The value to your organization may simply be increasing your nonprofit's goodwill. For your target funding audience, the value is always monetary. In the example above, the training value can be paid for by the nonprofit founders themselves since they will be empowered through the training. The second value point which is the number of founders the organization brings together can also be a source of revenue generation from nonprofit professionals who are seeking to market these nonprofit founders the organization trains. The intellectual property from the training can be resold to established and prospective nonprofit founders creating another means for revenue generation. In the example of King David, the household of Israel was the funding

target audience because it is them and their generations who will benefit from building the temple.

- III. Create an offer they can't refuse: No one refuses a very valuable offer; except they do not have the resources to pay. Using the example above, a nonprofit consultant or service provider would gladly pay to advertise to their target audience directly through an organization nonprofit founders trust. A simple offer could be a monthly or annual advert payment package for these service providers. Another offer would be to create a monthly or annual premium subscription offer to nonprofit founders to enable them to have unrestricted access to all resources and training the organization provides. Or it could be directly selling the resources and intellectual properties of the organization for a small fee.

Now, these are the three steps to create the best fundraising strategy for your organization. The goal of these three steps is to ensure you are fundraising the right way and you are bringing in revenue consistently. By identifying your areas of value and building your fundraising around them, you ensure sustainability in fundraising that ensures the future of your organization.



# 1. ACTIVITY PLANNING PROCESS

Now that you know the best fundraising strategies, your funding target audience, and the offer they can't refuse, it's time to plan out the activities necessary to implement the strategy. Here you want to, first of all, create a fundraising funnel that spells out the donors' journey for each strategy identified.

The fundraising funnel is simply the journey each donor or funding target audience goes through from the point of exposure (when they saw your advert) to the point where they donate and return to donate.

Still using the example above, let us draw a fundraising funnel for the nonprofit service provider strategy we identified. The first point of exposure for such a strategy is usually the advert message inviting the service provider to learn more about the opportunities the organization's monthly and annual marketing package provides. The advert message will carry a call to action that invites them to visit a sales page that convinces them to buy into the marketing packages. The sales page in turn directs them to a payment page where they make payments and are then redirected to a thank you page that redirects them to a small community for service providers. Within the community, these service providers are provided a simple contract and a manual

to regulate their activities on the nonprofit founders' platform.

Here's a mathematic representation: Ad Copy → Sales Page → Payment Page → Thank you page → Community of Service provider

With your funnel spelled out, it's time to define the activities necessary to bring this funnel to life.

- I. Create a community for service providers, a simple contract, and a service provider manual to guide engagement.
- II. Fashion a monthly and annual marketing package.
- III. Write an ad and sales copy convincing service providers to subscribe to your marketing pages
- IV. Develop a payment page using stripe, swift, cash app, or any payment system that redirects after payment and provides a thank you page.

## **2. MARKETING PLANNING PROCESS**

Now that you have the funnel clearly defined, it's time to define how you intend to market the funnel. In the

nonprofit world, you can take away marketing from fundraising because they go hand in hand.

Marketing in fundraising is simply focused on putting the fundraising funnel in front of your ideal target audience. To do this successfully, you must

- I. Know where your target audience congregates
- II. Develop a marketing message that addresses how your value meets their needs
- III. Include a call to action

There are different marketing strategies available to get your message in front of your target audience

- Through paid online and social media adverts
- Organic reach
- Sponsorship drive
- Donation outreach
- Lead magnets
- Crowdfunding pages
- Live programs
- Podcasting

- Community events
- TV and Radio etc.

### **3. TEAM PLANNING PROCESS**

The team planning process focuses on identifying the people and skills you need to make your fundraising a reality. You can't do it alone. You need all the help you can get. And the more professional help you get, the better for you and your organization. For the service provider strategy above, you may need a copywriter, a nonprofit marketer, and a community/social media manager. Other individuals, you may need to include grant writers, graphic designers & videographers, etc.

### **4. PARTNERSHIP PLANNING PROCESS**

Many people create fundraising plans without a partnership plan. Partnership planning is simply identifying areas of leverage and taking advantage of them. For example, an organization that works with nonprofit solutions provider is a fine partnership candidate for an organization looking to fundraiser through service providers.

You want to identify organizations, individuals, and businesses who have access to your target audience and

proceed to build partnerships that are capable of helping you generate your desired result.

To do this, create a list of prospective partners and proceed to recruit them into your organization using the best medium available to you.

## **REQUIRED RESOURCES**

It's time to outline the resources you need to make your fundraising plan work. From the example above, resources may include, marketing fliers, marketing messages, ad copies, sales copy, service provider manual, simple contracts, website, social media pages, groups, etc.

You must identify resources that are required, proceed to develop them, and put them in their respective places before launching your fundraising campaign. (We will discuss more on this in the next chapter)

## **BUDGETING**

Budgeting is among the most important aspect of fundraising because it helps you anticipate income and expenses even before you launch your campaign. Similarly, budgeting also helps you stay within your budget so you do not spend too much.

The fundraising budget includes items such as marketing expenses, payment of fundraisers if any (fundraising team), rentals and utilities, donor management platform, etc.

The total of the fundraising budget is the amount of money necessary to meet your fundraising goal which is your organization's budget.

## **PUT IT ALL TOGETHER**

To create your fundraising plan, put all the information you've written out together. From the strategies to activities to marketing, the fundraising team, partnerships and budget.

Your fundraising plan can serve as working documents for your organization to guide implementation and educate other members of your fundraising team.

## CHAPTER 5

# RESOURCE CREATION

**D**o you intend to lose your credibility? Even before you are yet to build one?

I guess not though that's exactly what happens when you proceed to launch a campaign without the necessary resources and structures in their respective places.

When prospective donors reach out to donate, a shabby or time-wasting donation process will send a message of an unorganized organization to these eager donors which may most likely turn them off. And the average donor makes this impression in less than one minute of engaging your organization.

Therefore, to be successful in fundraising, your organization must be properly structured with every resource in its place and provide a fun and rewarding donation experience for every donor.

There are two classes of resources to create to ensure every resource is in its proper place even though these classes overlap.

## **1. Strategic Plan Required Resources**

During Strategic planning, there are specific resources you must create to make your plan work. These resources are key to implementing your programs, working with your board and team, and communicating your organization to the general public. They include website, office space, logo, banners, board manual, job responsibilities, handbooks, social media handles, online communities, strategic plan, program portfolio, impact statement, etc.

You must outline the resources and structures you need to make your strategic plan work and proceed to develop them.

## **2. Fundraising Plan Required Resources**

In the previous chapter, we identified some specific resources necessary to make your fundraising plan work. Now is the time to proceed to develop these resources and structures. These resources could include a grant template, marketing materials, marketing messages, content plan, sales pages, email sequence, donor



management system, online communities, contracts, sponsorship portfolio, manuals, thank you a letter, appeal letter, introductory letter, partnership letter, etc.

## **BRANDING YOUR RESOURCES**

Branding is as important to a business as it is to a nonprofit. Branding as a nonprofit helps your organization stand out with your target audience, increase social awareness and build a solid reputation.

It also confirms that your fundraising campaign is in fact yours. It can be quite confusing to prospective donors if your colors, logo and visuals are not consistent across your fundraising campaign.

Therefore, you want to ensure your colors, visuals and approach are consistent throughout your campaign and across all platforms.

Also, you must also ensure your logo is properly placed across your documents.

## **WORKING WITH PROFESSIONALS**

On many occasions, you may not be able to create these resources yourself. Here, you will need the help of a professional resource creator.

The fees vary for professional help depending on the resources you want to create. You may also need the help of a graphic designer to make your resource visually appealing.

To successfully work with a professional, you must be clear about the scope of work, provide an ample timeline, and be under a reasonable budget.

You must be responsive, open to communication, and trust the professional to do their job.

Resource creation is very crucial to the success of your fundraising, no doubt. You must make sure resources and structures are in their respective places before reaching out so as not to lose your credibility and push donors away.

## CHAPTER 6

# LAUNCH YOUR FUNDRAISING CAMPAIGN

**W**ith the resources now in place, it's time to launch your marketing campaign.

While your campaign will completely depend on your strategy and may be different from that of others, there are common best practices you must know to set yourself up for success.

Use the 11 tips below to ensure you run a stressless, smooth, efficient, and rewarding fundraising campaign.

### **NEVER GO IN ALONE**

One of the fastest ways to give up on your fundraising is to go in alone. In fundraising, you need all the help and exposure you can get and people play a vital role in this process. This is one reason I advocate carrying people along during your strategic planning process

because only then will they actively work with you during implementation. Aside from your board whose mandate is to work with you to ensure you get all the funding you need, here are the two classes of people you need:

### **BUILD A FUNDRAISING TEAM**

A fundraising team is simply a group of people actively working with you to raise money consistently for your organization. This could be the board committee in charge of fundraising, it could be the complete fundraising team as we identified above, or peer-to-peer fundraisers you engaged to share your campaign as far as possible. This could also involve working with volunteers, paid professional fundraisers, or the general community you serve.

The sum of it is to identify who you need and ensure they are with you throughout the process as only then can you generate the leverage and momentum you need to succeed.

### **BUILD A PROGRAM TEAM**

A program team is simply a group of people with the expertise, resources, network, and credibility necessary to help the program succeed. They can also be referred

to as part of the fundraising team but I had to put them aside as they have more responsibilities than just fundraising. They are the project advisory board and the leverage they provide if the board is properly selected cannot be truly quantified. Imagine having a popular figure from your program team share your fundraising campaign on their timeline, imagine the difference it did make.

## **SOFT LAUNCH BEFORE GOING ALL IN**

People are more likely to donate to your campaign when you've already raised some money which makes getting results early very crucial to your campaign.

This is where soft launch comes in as it helps you test your campaign among a small group before going public completely.

Not just that, a soft launch also helps you ensure errors, typos, and areas of limitations are corrected by relating with your small audience before sharing with the entire public.

Also, before you begin to execute the tougher task with your fundraising team, you'd want to take them first through the simpler task to keep them motivated and encouraged.

## **THE STRATEGY OF ENGAGEMENT/HOW TO ASK**

How you approach fundraising matters. People who show up with their hands out are usually seen as beggars and get little respect.

That's why you want to make sure you are using the right process of engagement. Here's a standard approach to asking,

- First Introduce yourself
- Ask for advice or feedback
- Ask for a meeting

Before asking for resources and Support.

This approach to asking can be used across all fundraising strategies, you only have to be intentional and strategic about it.

## **MONTHLY VERSUS REOCCURRING GIFTS**

If you are not asking donors for reoccurring donations, you could be leaving some good money on the table as reoccurring donors are five times more valuable to your organization.

Most people will give again and again if asked to, therefore asking for reoccurring gifts is a sure way to increase your revenue generation.

## **FOLLOW UP**

Once is hardly ever enough; you must follow up until results are achieved. In the business world, it is believed that it takes 8 to 12 touches to get a customer to make a buying decision. For donors, it may take more. So, the solutions are to keep trying and not to give up, especially when you've gotten your fundraising right.

Those who didn't donate today may do so tomorrow. So, it is important you keep your fundraising system running and consistently retarget those who have engaged with your organization but are yet to donate.

## **MODIFICATION AND IMPROVEMENT:**

As you begin to implement, you start to see areas of improvement. Continue improving until you get your desired result.

## **LINK DONATION WITH IMPACT**

If donors believe their contribution won't make any difference, they most likely won't give. To overcome

this limitation, you have to link their donations with the impact it creates. In your emails, sales page and thank you letters you send out; you can include details of the transformation you provide through their donations with a promise to send a monthly report on how donations are spent.

## **BEST CAMPAIGN CREATIVES**

There are two types of campaign creatives that have proven to generate the best results in attracting people down a fundraising pathway. They are Videos and Lead Magnets.

According to Pardot, 79% of top-performing businesses have been using lead magnets to generate leads for three years or more. That's to tell you how successful lead magnets function. Though in the nonprofit world they are better referred to as donor magnets. Examples include Impact statements, polls and surveys, strategic plans, webinars, live programs, event tickets, eBooks, whitepaper, online consultations, testimonials, etc.

On the other hand, when running ads, videos have proven to be far more efficient than just pictures and words. A study by Google shows that 57% of people who watch a nonprofit's video go on to donate. Video is indeed a powerful tool to attract and keep an



audience, bring your transformation to life, and get people to donate.

## **CELEBRATE SUCCESS**

If you are working with a team, then it's crucial you motivate, nurture and keep the team's motivation going. One of the ways to do so is to celebrate each milestone achieved. If people see the end goal, they may give up even before launching out. But by soft launching and celebrating each incremental milestone achieved, they would stick with you to the end.

This celebration applies to everybody within the organization. Consider organizing a small party, sending your team a thank you note, and gifting them resources and professional development courses to improve their performance.

## CHAPTER 7

# HOW TO SET UP AN ONLINE FUNDRAISING CAMPAIGN

**T**o fundraise sustainably, winning online is a must in this generation. As of today, over 90% of the U.S population has access to the internet.

This number puts online advertisement and fundraising far above any other medium e.g radio, word of mouth, and tv.

Also, a key factor to success in fundraising is automation; the ability to fundraise continuously and consistently with little or no effort.

This is another unique opportunity the internet provides.

Therefore, winning online is a priority if your organization must succeed in its fundraising endeavors.

Organizations are waking up to the possibilities and opportunities online giving rise to competition many nonprofits aren't prepared for.

This means, that to stand out as an organization online and attract all the support you desire, you need an online strategy.

This strategy isn't different from the one you identified earlier, the only difference is you actively taking that strategy and implementing it online.

The mistake many makes is to assume that the only way to fundraise online is through online fundraisers and social media adverts by telling emotional stories or writing appeal copies.

While this is true in some way, there is a unique strategy to fundraise for every organization that completely aligns with the value they provide.

You don't have to adopt other people's strategies when you come online; simply implement your unique strategy online.

If your strategy is focused on reaching out to nonprofit solutions providers as our examples above indicated, then coming online, your strategy must be centered around how to real more nonprofit solutions providers through the power of the internet. And when you get to

reach them, you should have an online strategy that convinces them of your offer and then guide them down a path where they can then opt into your offer.

This is completely different from those who come online just to stick to the online script of putting ads on everybody with the hope something sticks. If you have the resources for that, by all means, keep exploring.

But a good online strategy on the other hand mobilizes all your organization's forces towards targeting its funding target audience and then providing them an offer they can't resist online.

Developing such a strategy requires an overall approach. This may include starting from the base by clearly defining your target audience, where they congregate online, the best approach to reach them daily, and guiding them down your fundraising funnel which is automated to convert these prospective donors.

Once you know who you are targeting, where they congregate and the best approach to reach them, here's what you can do.

## **CREATE A LEAD MAGNET**

A lead magnet is a valuable incentive that attracts your target audience to your organization.

Anything of value to your target audience can serve as a lead magnet but It must educate, answer a pressing question or simply attract people to your organization.

Through lead magnets, you can build an email list, your followership base, and attract people into your fundraising funnel which is the next step.

## **CREATE A VIDEO FUNDRAISING APPEAL**

Your video fundraising appeal is like your sales page. Here you introduce your audience to the need, show their support, and meet the need and what they stand to benefit by joining your cause.

Include a clickable link that leads them down a payment page where they can make donations.

## **PAYMENT PAGE**

Here the donor inputs their card details to donate. After payment, this page should automatically lead them down to a thank you page where they are appreciated for their contributions and provided further information or direction. Paypal, Stripe, and a long list of payment options provide this payment page and a redirect option.

## **EMAIL SEQUENCE/ONLINE COMMUNITY**

After donating, you don't want to lose your donors in any way. To ensure you do not lose them, you can automatically opt them into your email list by requesting their emails during payment or you can direct them into an online community where you engage them using the thank you page or the redirect option after payment.

This is to ensure you reach out to your donors consistently, ask for reoccurring donations and build a solid support base of raving fans.

What we just did here is create a simple funnel that can be automated and executed by any organization.

Lead Magnet >>>> Donation sales page (Video) >>>> payment page >>>> thank you page >>>> follow up email sequence/Online community.

## **DAILY MARKETING**

Since you know your target audience congregates, you have a lead magnet to attract them and a video that provides an offer they can't refuse, all you have to do is put your message in front of your target audience daily by marketing every day.

One simple and cost-effective way to do so is through social media marketing.

With a \$10 daily budget, you can put your message in front of over 3,000 well-targeted prospective donors daily. A 10% conversion rate will see over 300 people accessing your sales copy video and at least 30 (another 10%) people donating to you daily for only a \$10 daily marketing budget.

If we use the 59% statistics, we have for people donating after watching nonprofit videos, we'd have 177 people donating to your cause.

Another cost-effective way is marketing through online communities. The founder of these communities charges a small amount to allow your advert to go live in their community. You can use this to your advantage if your target audience makes a good chunk of that community.

If you discovered your target audience is more accessible organically, then hiring a social media manager to reach out to your target audience daily is yet another fine strategy. These social media managers can create content plans, post daily, and reach out to prospective target audiences daily.

## **BIG DONORS, SPONSORS, AND GRANTOR EXECUTIVES**

These big donors can't be reached online using social media ads. And even if you reach them through these means, they may not respond to you. But a majority of these individuals are on platforms like LinkedIn.

As a founder of your organization, you can reach out to them directly on LinkedIn, introduce your organization and ask for a meeting.

You can establish such connections by sending over your strategic plan to help them see ways your vision and mission align with their needs and the value you have to provide them.

This way you increase your chances of converting these major donors and for the grantors' organization, you earn an in-house executive who can help you with vital information when it calls for.



