

# Fundamentals of restructuring fundraisings activities - training manual business ...

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Asking people for money is not effortless, as one has to prove that their cause is worth saving, however it is a necessity for most non-profit organizations. Even though it is difficult, fundraising should be an enjoyable and stimulating experience (Klingaman, P. 11). It is important for every fundraising organization to build a fundraising network. Fundraising network is significant especially in organizations that have no solid foundation. Strong and sustained fundraising networks can help an individual raise enough to fulfill the vision of the organization. The concept behind fundraising networks is not complex; organizations raise more when they have a group of committed supporters of the organization. The initial fundraising network can grow and evolve, bringing in more layers of support, different coalitions and employing various tactics to raise money for the non-profit.

## **Developing Fundraising Strategies and Marketing Techniques**

- The first step involves designating a fundraising coordinator. A coordinator is important to a fundraising as one is assigned with the overall responsibility for the fundraising activities. Regardless of the organization having a committee or external consultants, it is important to designate one individual to control the fundraising strategy.
- Step two involves setting up parameters. One should set aside time for the volunteers and committee and other members related to the fundraising to brainstorm on ideas and establish goals. The meeting should also include a review of previous fundraising if any; this might also be an appropriate time to determine those in support of the organization.
- Step three involves one identifying the fundraising methods to be used.

One should identify which of the six pillars the organization will attempt to acquire funds. The six grants consist of grants, donations, membership, events, revenue and sponsorships. At this point, one should outline in detail each prospective activity and the estimated target of each fundraising activity.

- Step four involves getting the system in order. Any payments should be made if the right system is not in place. The systems should be formulated mechanisms that enable the recording and receipting all of the organization's income.
- Step five involves embarking on the fundraising. It is important not to take very long planning and formulating ideas
- Step six will involve investing on gripping achievement stories, well honed and extensively mutual. Both the promotion and fundraising teams should use similar compelling stories, the organization benefits from the awareness creation.
- Step seven involves establishing what is working from what is not. One should ask the marketing to evaluate on the achievements from the fundraising team and combine these approaches into the organizations' work.

## **How to send fundraising newsletters**

A fundraising newsletter should create content formula and interests. The formula will be efficient in providing information of where the money is allocated and where more is required (Griffis and Lowe, p. 10). It is important to remember that donors focus most on certain elements such as the

headlines, pictures, photo captions and articles. Below are important elements:

- highlight important quotes,
- photos of beneficiaries,
- success stories to show the visible impact,
- donor-created content,
- a list of new programs to show donors what they can do with more money,
- program and issue updates
- donor profiles

## **How to Pair School Enrollment with a Fundraising Event**

The best to get parents and students to take part in a fundraising event during enrollment is by making leaflets. The leaflets should clearly outline what the fundraising event is about, what people are taking part in the event are expected to do, and the benefits gained from such an experience. Some of the activities that one can carry out during the school enrollment day to help raise can be taking custom photographs for a set price (Payne, p. 11).

## **Collaborate with other educational entities**

Friends groups are a well-known part for most nonprofit organizations. As part of certain educational and cultural institutions, most friend groups are known for good will reunions. The extent to which Institute of International Education would interact and collaborate with the networks in their local environment during the process is very important to the growth of the organization. Any strategy aimed at improving the environment for the organization must perforce; take into account the characteristics of the

organization and its perceived needs (Payne, p. 22). Moreover, it must recognize that the start-up is a process that may take many days or years to bear fruits. The strategy must, therefore encompass not only needs but also the timing. In the broadest sense, this leads to a discussion of the economic, social and educational environment and is beyond the formal networking but leads to informal networks of the organization.

Basically, informal networking is a linkage of people or associations to each at a time. We all have informal networks which we may not understand are intentional associations which can provide for us a particular, expert, or point of interest. Organizational networking" is an acquaintanceship of organizations' visionaries composed, formally or casually, to expanding the viability of the parts' organizations exercises (Griffis., et al p. 23). Such collaboration stretch out from extremely casual common help plans on up to national and worldwide participation associations focused around formal standards, considerable enrollment charges, and frequently utilizing proficient staffs. The expression incorporates members of organizations meeting for a week to exchange encounters, issues, open doors, hardships, and news the distance to global industry cooperation that connect such real exercises such as fundraising, conferences, walks and numerous other significant extensions of the organization.

## **Importance of Collaboration**

Collaboration with other educational entities enhances the organization's ongoing development efforts (Klingaman, P. 15). They are important as they establish opportunities for broader support as well as greater participation

from constituent groups. They also help take advantage of marketplace opportunities without having to wait for government appropriations process. Collaborative entities help avoid bureaucratic procedures and restrictions from the government. These entities make it possible to divide funds, which would end up in general treasury accounts and make it possible to apply for grants.

Collaboration is the basis of formation of a productive community. It allows the community to work together with the learning institutions. The collaboration enhances work towards a common goal. The school and the community develop a partnership with shared leadership of the school and the community. The shared leadership helps to eradicate the competition that exists of the administration of the schools and the communities. The community helps the school administration to promote activities such as the co-curriculum activities as the students participate in the development strategies of the community. The community in return to the favor, supports the school in terms of funds. The community can oversee the provision of a quality education and tha the teachers undertake they assigned responsibilities. As such, the community acts as an oversight of the school. The collaborating entities focus on productive and skilled personnel. They participate in activities where the students demonstrate their understanding on a certain concepts. Consequently, they provide with the recommendation concerning their evaluation on the capabilities of the students. The teaching teams the transfers the recommendations in class-based learning to instill the required nourishment promoting the abilities of the students. The result is well skilled students who are ready to serve the community.

The quality skill of the students is the goal of any collaboration. The interests of any collaborating entity are to promote the provision of the best quality from a student. These qualified students help in the optimization of organizational production. Therefore, these entities concentrate on ensuring that the learning is both factual and conceptual. The well skilled persons have broad ways of connecting their thinking and the concept of problem solving. The interaction with the collaborating entities helps the students to experience and understand the nature of the existing challenges in an organization. The exposure gives the students a psychological preparation for the problem solving. These entities also act as oversights on the quality of the education. They ensure that the teachers do not just cover the content of the required syllabus.

Other inexhaustible significances of collaborative the schools and the entities exist. For example, the donors can support a range of causes of the required development and growth of the schools. They enhance the capacity of fundraising in support of the school and its community. They also ensure a shared skills and expertise transition from the teacher and the collaborating shareholders to the students. The entities provide improved publicity of the available opportunities and reduced duplication of resources.

When attending other charity events ask committee and board members for contacts and get into contact with those who have the links of a specific organization. By attending such events, the organizations coordinator can be able to level the sponsorships from the platinum sponsor as well as the gold sponsor, silver sponsor and bronze sponsor. Through the event, the organization can learn how to approach brand building and the vision. The

organization can market itself during these organizations and meet prospective sponsors. Attending such events provides such associations with opportunities to meet like-minded corporations. It also enables supporter engagement. After attending such events, one should not assume that the prospective sponsors they have met will call them it is the organization's role to make follow-up calls.

## **Works Cited**

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