

# “Tips for Individual, Corporate and Foundation Fundraising”

## Peer-to-Peer Learning Session Notes

Presentations:

Individual fundraising: Presenter, Jayne Thompson, Colorado Cattlemen’s Agricultural Land Trust

- Individual donors are just that—individuals. Treat them so, rather than depending on a “one size fits all” approach
  - Segment your donor/prospect list for better personalized approaches
    - Tailor communication approaches to your donors’ preferences (i.e., letters?, emails?, calls? Volunteer involvement?)
    - Seek to bring donors increasingly into the center of your mission, rather than relying on a transactional approach
    - Foster a sense of community among your donors—that they are a central part of your organization
    - Broaden donors’ associations within your organization through involvement of ED, board, volunteers, program staff, etc.

Be creative in your outreach materials—photos, demonstrations of results, engaging graphics, pithy narrative

As the relationship develops, don’t forget (or be afraid) to make the ask!

Corporate fundraising: Presenter, Issac Dudley, Friends of the Verde River

Corporations seek a relationship of mutual benefit to both the nonprofit and the corporation  
Demonstrate how your mission advances their interests and awareness among key stakeholders

Using community surveys can provide powerful data to support your value proposition to the corporation

Create clear and concise supporting materials that demonstrate your organization’s impact in the community and ability to achieved aspired results

Sponsorship or benefit packages that detail how the corporation’s interests are advanced through their giving (i.e., program namings?, recognition in various media?, volunteer opportunities?, extending brand reach among key audiences?)

Foundation fundraising: Lisa Runkel, Lisa Runkel Consulting and River Network

Foundations can be a consistent and reliable source of funding

Thoroughly research potential fit with your mission (i.e., who else do they fund?, Is your org. positioned to deliver results they seek?, what is the foundation looking to achieve?)

Personalize your approach to foundations

Build relationships with program officers/staff

Focus on how your org. can help the foundation meet its stated objectives, not the reverse.

Steward the foundation relationship as you would with an individual donor (i.e., periodic check-ins, follow-up impact reports, stewardship plan, and individualized approach)

“The fortune is in the followup”—be impeccable in your communication timeliness and substance. Never forget to followup on agreed upon next steps, reporting, etc.

#### Group Discussions:

Group discussed the importance of building a true relationship with the funder:

- Appropriate communication that is ongoing

- Several “touches” throughout gift cycle until next ask (i.e., calls/letters, impact reports, articles/press, research findings, beneficiary letters/stories, donor recognition activities etc.)

- Frequent thank you

- Ask for advice/input (rather than funding) in order to get a relationship established

- Decide when it is time to let a relationship go (i.e., what to do when they never call you back)

Group discussed utilizing volunteers

- Importance of board leadership, involvement, and 100% giving

- Leverage current donors as introducers, advocates, cultivators/stewards/solicitors

Prioritize the objectives of your donors, not just your org.’s needs—“how can we help our donors, through our mission, to achieve their personal or organizational objectives?”

#### Suggested resources:

Association of Fundraising Professionals (AFP)

Indiana University School of Philanthropy

Foundation Directory Online

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