

# Fundraising in the Watershed Community:

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## Alameda County Watershed Forum

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



# In this training you will:

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- review common fundraising strategies
- hear about opportunities from a variety of funders
- learn to adapt strategies to current economic times
- walk away with new ideas, resources and contacts



# Philanthropy in the USA

- Largest system of organized private philanthropy in world
- Most charitable \$ come from public sector, followed by individuals
- Increased envir. philanthropy
- Increased environmental degradation (# NGO's increasing)



# Sources of Money

- Government (local, state, federal)
- Corporations
- Individuals
- Foundations
- Earned Income



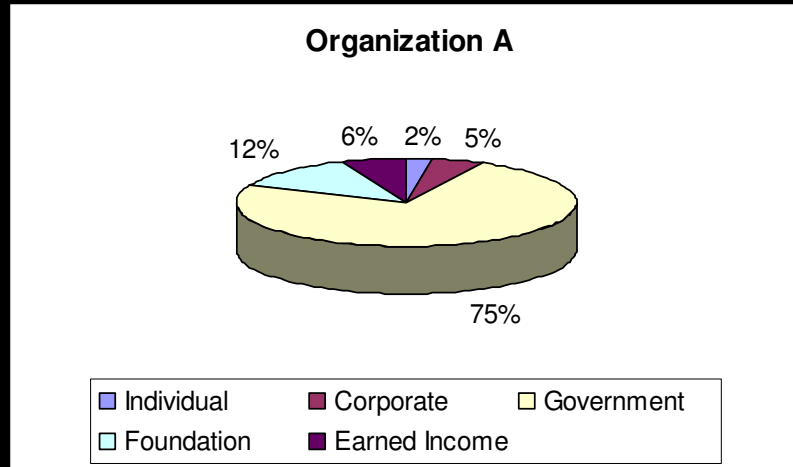
# Principles of Fundraising

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- Build a strong case for your org/project
- Understand why people give
- Set realistic goals
- Identify strategies & sources
- Pursue diverse sources of \$
- Create a detailed plan
- Evaluate, analyze, adapt

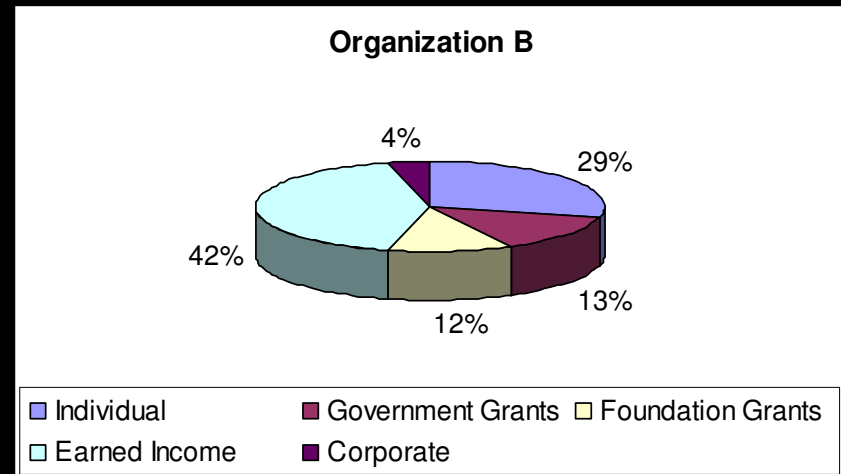


# Funding Source Diversity



↑ Diversity & unrestricted \$ =

↑ Sustainability



# Fundraising Strategies

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- Methods of raising \$
  - Direct mail
  - Electronic solicitations
  - Membership program
  - Board member solicitations
  - Grant writing
  - Special events
  - Major donor programs
  - Planned giving
  - Earned income
  - Capital campaigns
  - In-kind contributions



# Cost per Strategy

Solicitation Activity	Reasonable Cost Guidelines
Direct mail (acquisitions)	\$1.25 to \$1.50 per \$1.00 raised
Direct mail (renewal)	\$.20 to \$.25 per \$1.00 raised
Membership associations	\$.20 to \$.30 per \$1.00 raised
Special events (fundraising)	\$.50 per \$1.00 raised
Special events (public relations)	\$1.00 per \$1.00 raised
Donor clubs and support group organizations	\$.20 to \$.30 per \$1.00 raised
Volunteer led personal solicitation	\$.10 to \$.20 per \$1.00 raised
Grants (all sources)	\$.20 per \$1.00 raised
Capital campaigns	\$.10 - \$.20 per \$1.00 raised
Planned giving	\$.20 to \$.30 per \$1.00 raised

Source: Center for Nonprofit Management

# Surviving the Current Economy

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1. Increase FR efforts – don't just cut costs
2. Ask – solicit donations from board members, volunteers, anyone that might support your cause
3. Create a crisis task force
4. Implement both short term and long term strategies
5. Get everyone involved, from volunteers board members
6. Have a goal of creating financial security



# Resources

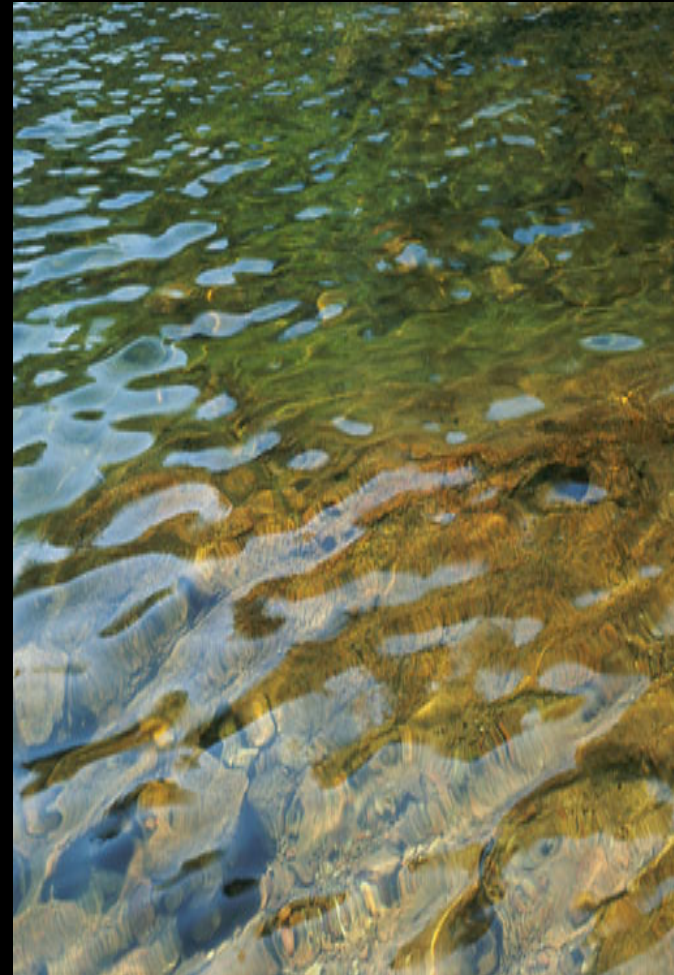
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## Articles & Resource Information

- 13 Neglected Strategies
- 40 Ways to Raise a Dollar
- 50 Ways to Skin a Deficit
- Grant writing Resources
- Online Fundraising Resources
- Qualities of a Good Proposal
- Funding Source Advantages & Disadvantages
- Major Donor Campaign Task List
- Grant Database Directory

## Examples of Fundraising Tools

- Fundraising Plan (4)
- Development Calendar Template
- Letter of Intent
- Individual Donor Solicitation Letter
- Who Might Give To Us Exercise
- What is Your Philanthropic Profile?



# Learn More

Learn more about fundraising and organizational development of the Alameda County Watershed Forum's website.

[alamedacountywatersheds.org](http://alamedacountywatersheds.org)



Alameda County Watershed Forum



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About the Forum  
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Welcome to the Alameda County Watershed Forum

The Alameda County Watershed Forum is an open venue for anyone interested in the health and well-being of the water resources in Alameda County. The Forum fosters learning, sharing information, and collaboration on local watershed efforts. The Forum also works to keep the Alameda County watershed community informed on regional and statewide watershed initiatives, policy, and potential funding sources. Join us at one of our upcoming Forum events.

Forum participants include state and local agencies, local non-profit environmental and education organizations, community volunteer groups, and interested residents. Participants work together to find common approaches to making our water resources healthy, functional, attractive and safe community assets.

**News & Events**  
Coordinator Position Announcement  
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Fundraising Training  
Registration

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