Thank you for joining us! The webinar will begin soon...
Fundraising 101:
Developing an Effective Fundraising Plan

Lora Hoover
Director of Development
Flying by the seat of your pants precedes crashing by the seat of your pants.

— Bill Walsh —
#1: Club goals
What will you carry over from last year?
#1: Club goals

Existing projects/ programs/ priorities

- Weekend food packs - $15 x 20 kids x 52 = $15,600
- Reading Oasis - $1,000
- Scholarships - $1,000 x 5 students = $5,000
- District foundation (adaptive tricycle) - $1,500 x 2 families = $3,000
- Children’s Fund (The Eliminate Project) - $5,000
What will you do this year for the first time?
New projects/ programs/ priorities

- Playground maintenance - $1,000
- Key Leader - $1,000
What aspirations do you have for the future?
#1: Club goals

Long-term projects/ programs/ priorities

- Increase scholarships from 5 to 10 students - $1,000 per year (continue for 5 years)
- Contribute to District Foundation - $1,000 per year (in perpetuity)
- Contribute to Kiwanis Children’s Fund - $1,000 per year (in perpetuity)
What will you invest to reach your goals?
#1: Club goals

## Cost of fundraising

- Rule of thumb: No more than 35% of the amount that you are planning to raise
- \$34,600 \times 0.35 = \$12,110
#2: Who is your target audience?
#2: Who is your target audience?
#3: Prioritize your prospects

![Graph]

- Financial Capacity
- Engagement

[Star symbol]
## #4: What, Who, How, When, By Whom, and How Often?

<table>
<thead>
<tr>
<th>Gift Amt</th>
<th># of Donors</th>
<th>Total Gifts</th>
<th>Type of Gift</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>2</td>
<td>$5,000</td>
<td>Grants, sponsorships</td>
<td>Corporations, local businesses, foundations</td>
</tr>
<tr>
<td>$1,040</td>
<td>10</td>
<td>$10,400</td>
<td>$20/ week; Skip-a-meal</td>
<td>Existing club members</td>
</tr>
<tr>
<td>$520</td>
<td>25</td>
<td>$13,000</td>
<td>$10/ week; Mass appeal</td>
<td>Existing club members</td>
</tr>
<tr>
<td>$250</td>
<td>25</td>
<td>$6,250</td>
<td>One-time contribution</td>
<td>Former club members</td>
</tr>
<tr>
<td>$100</td>
<td>52</td>
<td>$5,200</td>
<td>One-time contribution</td>
<td>Community</td>
</tr>
<tr>
<td>$25</td>
<td>500</td>
<td>$12,500</td>
<td>Special events</td>
<td>Community</td>
</tr>
<tr>
<td>614</td>
<td></td>
<td><strong>$52,350</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
#5: Measure your success

- How much did you raise?
- Is it sustainable?
  - Increasing engagement?
  - Creating a pipeline of donors?
  - Increased number of donors?
  - Diversification of revenue stream?
You’re invited…

Kiwanis Children’s Fund Speaker Series

9/19: Global partnerships

New dates for 2019-20 will be announced soon
Stay in touch

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kiwanis.org/subscribe
We’re here for you

Lora Hoover
Director of Development
lhoover@Kiwanis.org
317-217-6219
Questions?