The Bucks Start Here:
Getting Organized to Go for Money

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Amy Kincaid and Peter Lane
amy@icl.org        peter@icl.org

301-270-2900  www.icl.org

ICL—Strengthening Leaders, Organizations, and Networks that Protect Our Earth
Session Goals

• Approach fundraising strategically as organizers, activists, and organization-builders

• Connect with, share, and learn from colleagues

• Build energy, have fun, and leave with a fundraising game plan for your organization
Agenda

1. Overview and Introductions
2. Ready:
   Activist or Fundraiser?
   Organizational Readiness and Reasons
3. Set:
   Methods and Priorities
   Fundraising on a Shoestring
4. Go:
   Swap Meet
   Action Plan
   Peer Review
5. Evaluation and Closing
Table Introductions

- Your name
- Organization and Location
- One organizational accomplishment from the past year
Guidelines for Working Together

- Take responsibility for learning
- Participate fully (know when to step up and when to step back)
- Try on
- OK to be raggedy
READY!

ready.
set.
go!
Fundraising Is...

- Organizing
- About building and controlling assets
- A strategy for social change
Fundraising Readiness

- Complete the assessment
- Find a partner and share
- How could you use this assessment at your organization?
Fundraising Reasons
SET!
Fundraising Methods

- More money
- More fans and helpers
- Stronger relationships
- Strong organization
Fundraising on a Shoestring

- Match method to goal
- Dig where the gold is
- Engage more askers and thankers
- Make it personal, but…
- What else?
In Pairs (or With Your Team)

- What strategies should we focus on?
- How do we allocate time and effort?
- What are the next steps?
A Pause in the Day
Reminders for Getting Started

- Attitude check around money
- Make a list
- Ask, ask, ask
- Get used to hearing ‘no’
- Rules of fundraising apply
- Keep records
Swap Meet
Swap Meet

- Why did you choose this topic?
- What have you tried?
- What works well or seems promising?
- Identify two trinkets to bring back to the large group
GO!

ready. set. go!
Action Plan

- Complete the action plan
- Remember **SMART** goals
- Share with another person or team (5 min)
- Give feedback by noting one thing you like and one thing to consider (5 min)
- Switch and repeat
Thank You!