



How to Develop Financial Sustainability for Your Organization

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**Ten
Things You Need to
Know About
Fundraising**

Working Philosophy

Friendraising
and
Fundraising
Go Hand in Hand



Overview

Sources of Funds

1. Corporations
2. Foundations
3. Individuals

Types of Gifts

4. Annual Gifts
5. Special Project/Major Gifts
6. Planned Giving/Endowment

Fundraising Strategies

7. Mail/E-Mail Solicitations
8. Telephone Calls
9. Grant Writing
10. Face to Face Meetings

Sources of Funds

1. Corporations



Courtesy of Pexels.

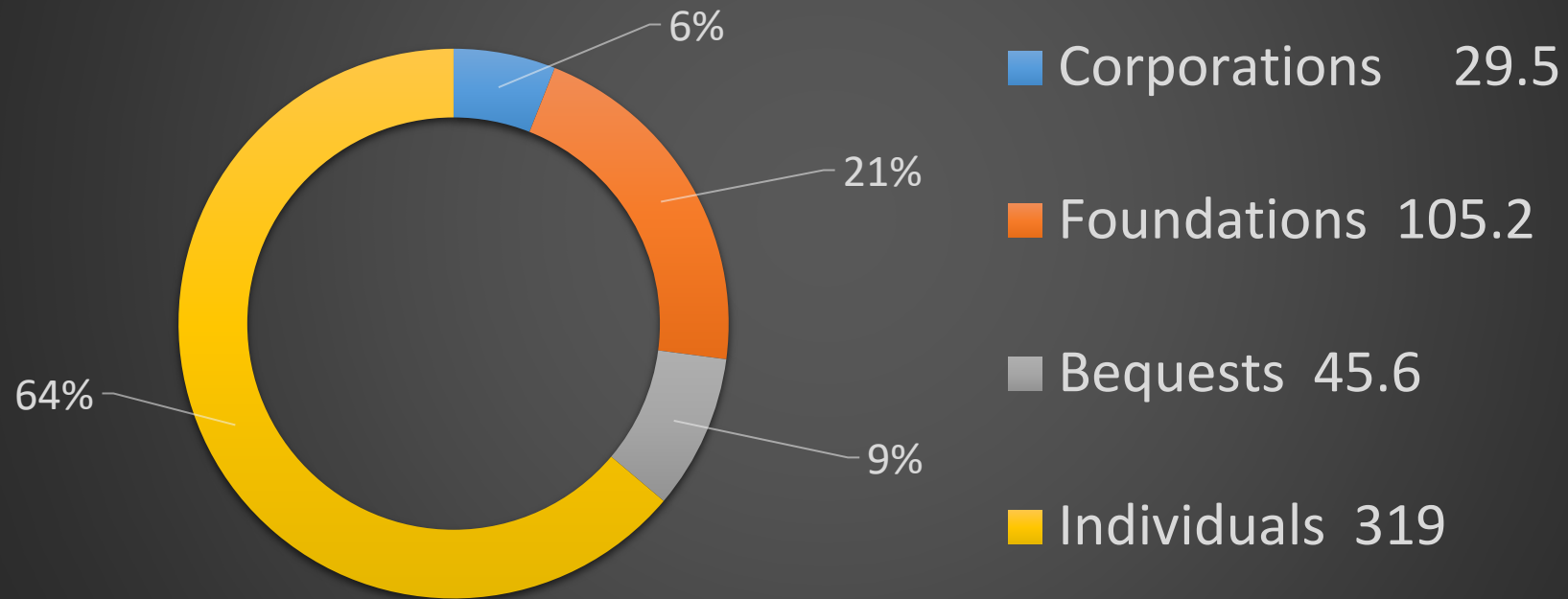
2. Foundations

3. Individuals



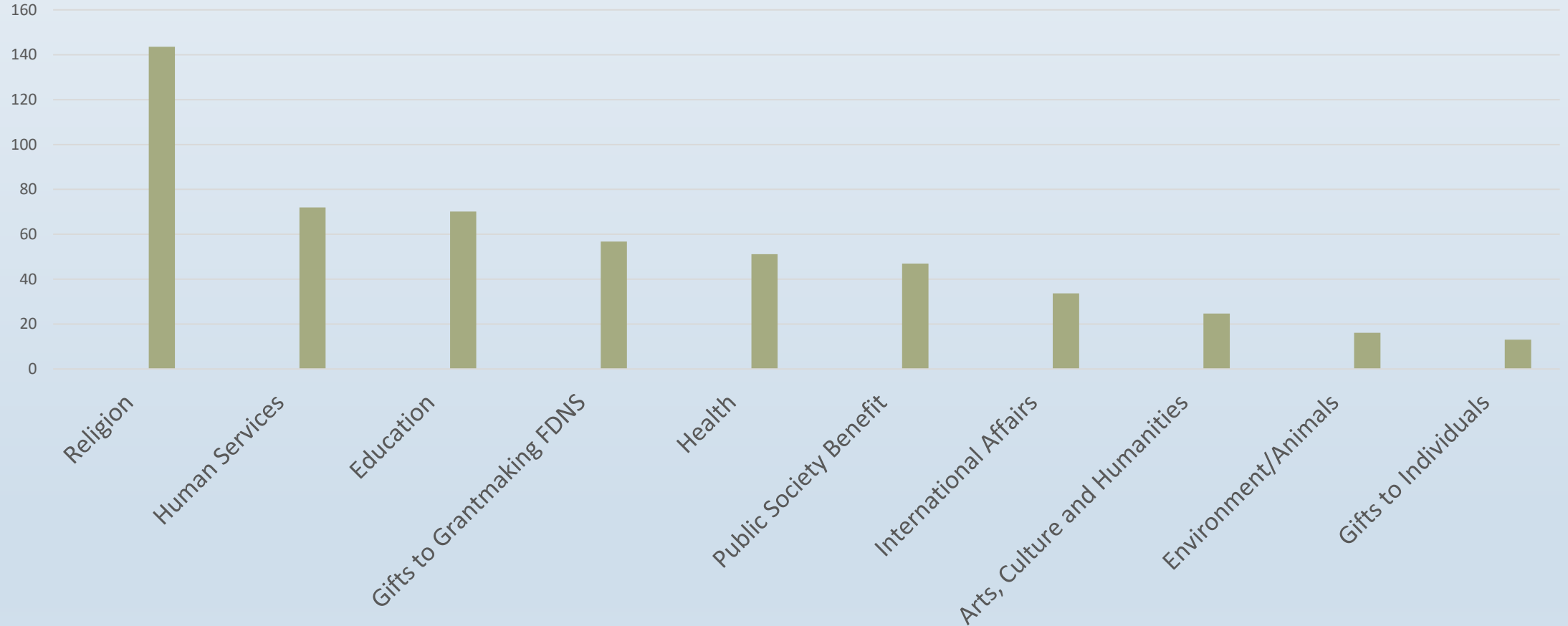
Courtesy of Pexels.

2022 U.S. Philanthropic Giving \$499.3 Billion



Courtesy of Giving USA, www.givingusa.org.

Distribution by Recipient Organization Type in Billions of U.S. Dollars



Courtesy of Giving USA, www.givingusa.org.

Type of Gifts

4. Annual Gifts

5. Special Project/Major Gifts

6. Planned Giving/Endowment

Funding Sources and Types of Gifts

	Corporations	Foundations	Individuals
Annual Gifts	GOOD	POOR	GOOD
Special Projects/Capital	GOOD	GOOD/FAIR	GOOD
Endowment	POOR	POOR	GOOD

Gift Giving and Fundraising Strategies

	ANNUAL GIVING	CAPITAL/SPECIAL GIFTS	PLANNED GIFTS
Source	Cash	Assets	Estate Wealth
Uses	Operations	Special Projects	Endowment
Prospects	Constituents	Specific Individuals	Everyone
Technique	Annual Solicitation	Opportunistic	Regular Promotion

Fundraising Strategies



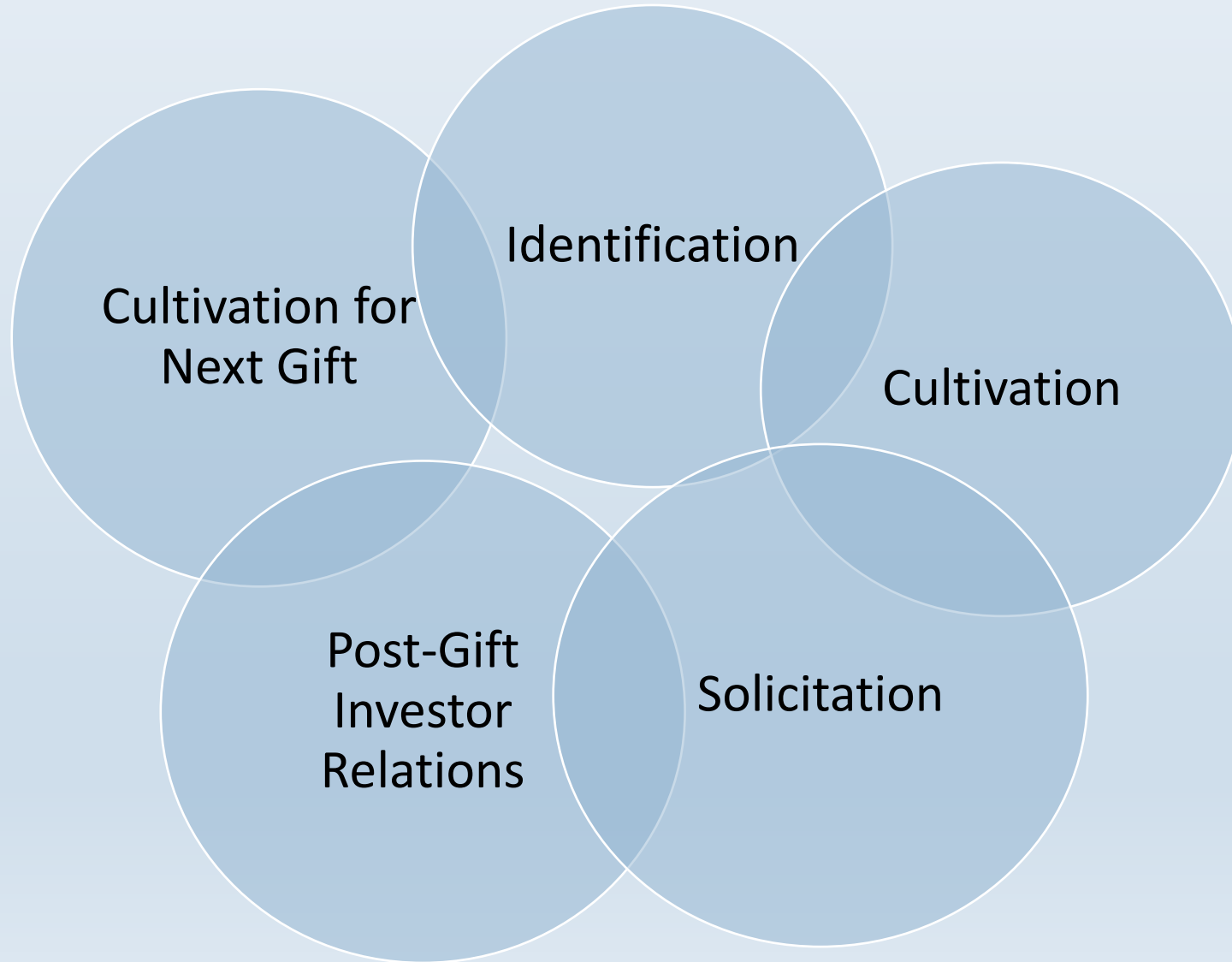
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Fundraising Strategies



Fundraising Cycle



Six Principles of Philanthropic Giving

1. People give money because they want to.
2. People don't give unless they are asked.
3. People give money to people.
4. People give money to opportunities, not to need.
5. People give to success, not to distress.
6. People give money to make a change for good.

Making the Case for Support

How does your organization stack up or stand out?

- Is your organization driven by a compelling mission?
- Is your organization based upon strong sound principles and values?
- Who do you serve?
- What is the service/product that makes your organization unique or different from other nonprofit causes?
- Do you have data/stories/information that back up your request?
- How do you say “Thank You”?



Thank You!

Questions / Discussion

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