

Fundraising 101

*Diverse funding increases our
independence and Power*

National Campaign for Transit Justice

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1. Build our understanding of the politics of fundraising
2. To learn and practice basic skills involved in fundraising

Free Association Activity:

Take one minute and write down all the words that come to mind when you hear MONEY, then report back as a group



To build power and influence in our society you have to be able to talk about money... ask for money... acquire and spend money—it is a critical resource for making social change.

Who Gives In America?

Individuals	72%
Bequest (need to define)	8%
Foundation	15%
Corporations	5%.

- 2023- -\$557.16 billion to charity in the United States
- 80% of the money given in the US is given by individuals dead or alive

Who Gives:

People at the lower end of the income scale give almost 30 percent more of their income than those at the higher end.

Women donate more than men.

Nearly a third of the money that people give is to Religious Institutions.

Why?

One reason is because churches ask for donations every week; they ask constantly.

So we are focusing on building our donor base because that's where the money is. And we are going to learn from the churches and ask- ask- ask-

Where does your organizations money come from

- Dues
- Grants
- Grassroots fundraisers
- Allies
- Other



What stops you from asking?

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A Yes is NEVER going to happen if you don't ASK

As you do it more and more, you'll get increasingly comfortable making the ask, and will likely find that the yeses eventually outweigh the nos. **Bottom line, to get to yes, just keep asking.**

Just like any other ask you make (come to a rally, attend a meeting, get on a bus to the state capital), rejection is a natural part of organizing.

Like organizer math - 50% of the people who agree to attend a meeting will show, fundraising is a numbers game.

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SKILLS

- Keep it short and simple
- Ask for a specific amount
- Make Eye Contact – build their trust – when culturally appropriate
- Listen – their concerns are a key to why they will give
- Remember it is your job to ask and their job to decide

A donor meeting is similar to a house visit



Introduction: Your name, organization, and why you are there.

The Problem: What is the problem the community is facing, and how it impacts them

The Solution: What the organizations is doing about the problem and how it benefits them

The Ask: Why funding is needed: ask for specific amount

Be QUIET after you ask!

Role Play

Break into pairs to practice asking for money

Specifically, we are going to roleplay asking a person to become a small donor.

You should use your state organization. Your problem and solution statement should be one that is specific to something your state organization is working on currently. You are asking for \$50.