

Fundraising and Finances

December 2012

Article: *Financial Strategies to Support Citywide Systems of Out-of-School Time Programs (2009)*

Overview: This strategy guide from the National League of Cities' Institute for Youth, Education, and Families, highlights the important roles that municipal officials play in funding high quality, affordable OST opportunities. Four funding strategies are provided in the guide:

- Create dedicated local funding streams
- Make better use of existing funding streams
- Maximize federal and state funding sources
- Build and strengthen collaborative efforts

These strategies have been implemented in cities across the nation to develop and expand sustainable citywide OST systems. Further discussions and case studies are provided in the guide.

Where to find this article: <http://tinyurl.com/cwt55jn>

Article: *Applying for Funding from Family Foundations: Results of a New Survey (2009)*

Overview: Guidestar survey results suggest that nonprofits look beyond the largest foundations to the largely untapped reservoir of philanthropic dollars in family foundations. Their advice:

- **Think relationships.** Shipping off a well-crafted proposal to a family foundation is the last step in the cultivation process, not the first. If your new target is family foundations, you may want to hold off on hiring a professional grant writer. 77 percent of small foundations said they do not consider unsolicited requests.
- **Think unrestricted funding.** Not only are small family foundations removed from the ferocious competition for grants from larger philanthropies but many are willing to provide the holy grail of foundation funding—general operating support.

Survey findings include:

- **E-mail preferred.** Those who wanted to be contacted preferred that information be sent electronically whenever possible. 57% of those who would welcome inquiries prefer to be contacted via e-mail; only 26% want to be contacted via snail-mail.
- **Stay on point.** 82% of clients surveyed said it's important that the project "falls within our grant-making guidelines"; 79% said it was important that "the project falls within an area of personal interest"; and 64% said they reacted negatively if the "request does not reflect an understanding of our foundation's priorities or guidelines."
- **Don't send generic requests.** Nonprofits often are under pressure to push a lot of proposals out the door to impress their boards. This approach may be a mistake according to results.

Where to Find the Full Article:

<http://www2.guidestar.org/rxa/news/articles/2009/applying-for-funding-from-family-foundations.aspx>

Featured Resource:

Top 10 Year-end Fundraising Strategies to Put You over Goal on December 31

Summary:

Listed below are Guidestar's Top 10 Strategies that will help you zoom past your year-end goals:

1. Identify the 10-15 major donors who have yet to give in this year
2. Identify 50-100 donors and make face-to-face calls on them to ask them for their year-end gifts
3. Don't let reluctant volunteers hold you back
4. Warm up your donors before the ask
5. Don't forget to add to your prospect list
6. Use a visual and emotional hook in your appeal letter
7. Make your appeal letter attractive and easy to read
8. Make your solicitation obvious and easy to find
9. Follow up the appeal letter with a phone call
10. Plan one or two e-mail follow-ups the very last two days of December

Where to find this article and more:

<http://tinyurl.com/axe8b8a>