

## Fundraising and Finances

March 2012

**Resource:** *Profiles of Successful Financing Strategies: Spotlight on 21st Century Community Learning Centers Grantees*

**Overview:** The 21st Century Community Learning Centers (21CCLC) grant program is the largest federal funding source dedicated exclusively to afterschool programs. Due to the size and time-limited nature of 21CCLC grants, however, many grantees struggle to replace resources when grants expire. Compiled by the Finance Project, this website highlights the successful practices of 21CCLC grantees that have sustained out-of-school programming beyond their initial grants.

**Where to find this article:**

[http://www.financeproject.org/special/irc/ost\\_21cclc.cfm](http://www.financeproject.org/special/irc/ost_21cclc.cfm)

**Resource:** *"Lights on Afterschool" as a Fundraiser*

**Overview:** Each October, 1 million Americans and more than 7,500 communities nationwide celebrate afterschool programs. The Afterschool Alliance encourages you to use your Lights on Afterschool event to raise money for your program or organization. "Your event can offer sponsors valuable exposure to the media, to families and to current and potential customers. It also gives sponsors a chance to show that they care about the community -- a trait that directly translates into consumers' likelihood to purchase their products." The Afterschool Alliance website shares tools and tips to help people maximize the Lights On Afterschool event.

**Website:** <http://www.afterschoolalliance.org/loaSponsorFundraising.cfm>

**Article:** *Do-It-Yourself Fundraising: How to Get Money for Your Nonprofit (2009)*

**Overview:** In this Guidestar article, Marc Pitman offers a simple plan to fundraising that you can use for years to come. Pitman advises people to use the acronym "R.E.A.L." when approaching fundraising:

- 1) **R**esearch - research how many gifts you'll need to sustain your program and project. "Over the years, fundraisers have found that you need at least one gift equaling 10% of the total."
- 2) **E**ngage – Learn about your donors what interests them.
- 3) **A**sk – Once you have buy-in, ask for the donation. Pitman suggests to spread the ask amount over time. Ex. Would you donate \$1000 for the next 3 years?
- 4) **L**ove – Always thank donors and stay in touch with them about your progress. If you handle a "no" well, you may be able to ask the individual or organization again in another year.

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### Featured Resource:

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**Quality OST Cost Calculator & Case Studies of Afterschool Programs Who Used it This Tool**

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#### Summary:

Providing afterschool programming may entail expenses such as staff training or equipment purchases. This calculator lets you know what questions to ask, gives you an analysis of the data you enter, and offers ideas and resources to further your work.

Use these short case studies of OST programs that used the calculator to generate ideas and consider new strategies for quality OST programs in your community.

#### Where to find this article and more:

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##### Calculator:

<http://www.wallacefoundation.org/cost-of-quality/cost-calculator/Pages/cost-calculator.aspx>

##### Case Studies:

<http://www.wallacefoundation.org/cost-of-quality/case-studies/Pages/case-studies.aspx>