25 Tips: Successful Grassroots Fundraising

RAISING MONEY FOR MAIN STREET
25 Tips for Grassroots Fundraising

Why Grassroots Fundraising is Important to Your Main Street Program

1. Empowers the Community
2. Takes Ownership and Responsibility
3. Grants are Not a Given
4. Creates Various and Sustainable Funding Sources
25 Tips for Grassroots Fundraising

Tips 1-5 About Fundraising:

1. No one likes to fundraise (Think About That)
2. Fundraising can be fun
3. Take the time to plan (BIG ONE)
4. Make the connection between donors and cause
5. Small amounts add up (Small is OK)
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The 1/3 Rule: (Tip 6)

- Public
- Private
- Miscellaneous
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Public Dollars (Tip 7)

- City
- County
- State (Grants)
- Federal (Grants)
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1/3 Private (Tip 8)
Making the Case for Main Street

- Downtown Businesses and Property Owners
- Non Downtown Businesses and Property Owners
- Residents
- Churches
- Hospitals
- Media
- Industry/Corporate
- Non Profits and Service
- Clubs
- Schools and Universities
- Alumni of the Community
- Visitors Bureaus
- Chambers of Commerce
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1/3 Miscellaneous (Tip 9)

- Fundraisers
- Foundations
- Grants
- Special Service Areas.
- BIDS, TIFs, Contracts for Services
25 Tips for grassroots Fundraising

Tips (10-17) Planning, Approach and Options

10. Have A Work Plan (What does the money do?)
12. Fundraise for Long Haul (3 Year Commitments)
13. Follow Up After the Ask
14. Recognize and Thank (Even if it is a “no”)
15. Keep It Simple. To the Point. Tell a Story
16. Determine How and Who to Ask
17. Options for Giving (Timing, Credit Card, Online)
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(Tips 18-24)

18. Do Your Homework About Prospects
19. Know Your Product (Downtown and its value) How we define it?
20. Have a Kick Off and an End Date (Make it fun and Celebrate)
21. Determine Responsibility in the Organization (Board Role vs Staff Role)
22. Have a Budget for the Organization AND for the campaign
23. Set Goals from fundraising by “sectors”
24. Determine Your Message for Your Audience (It may vary)
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Let’s Practice: Who Said It Best?