

BY ANNA KANTEROVA

FUNDRAISING 101

6 WAYS TO START RAISE FUNDS FOR YOUR CAUSE



February 15, 2017

ABOUT THE SPEAKER



ANNA KANTEROVA

Atlas Corps Fellow from Russia (class 21),
serving at Miriam's Kitchen to end long-term and
veteran homelessness in Washington, DC.

2001 1st fundraising
campaign in Russia

\$375K raised for nonprofits
in Russia & USA

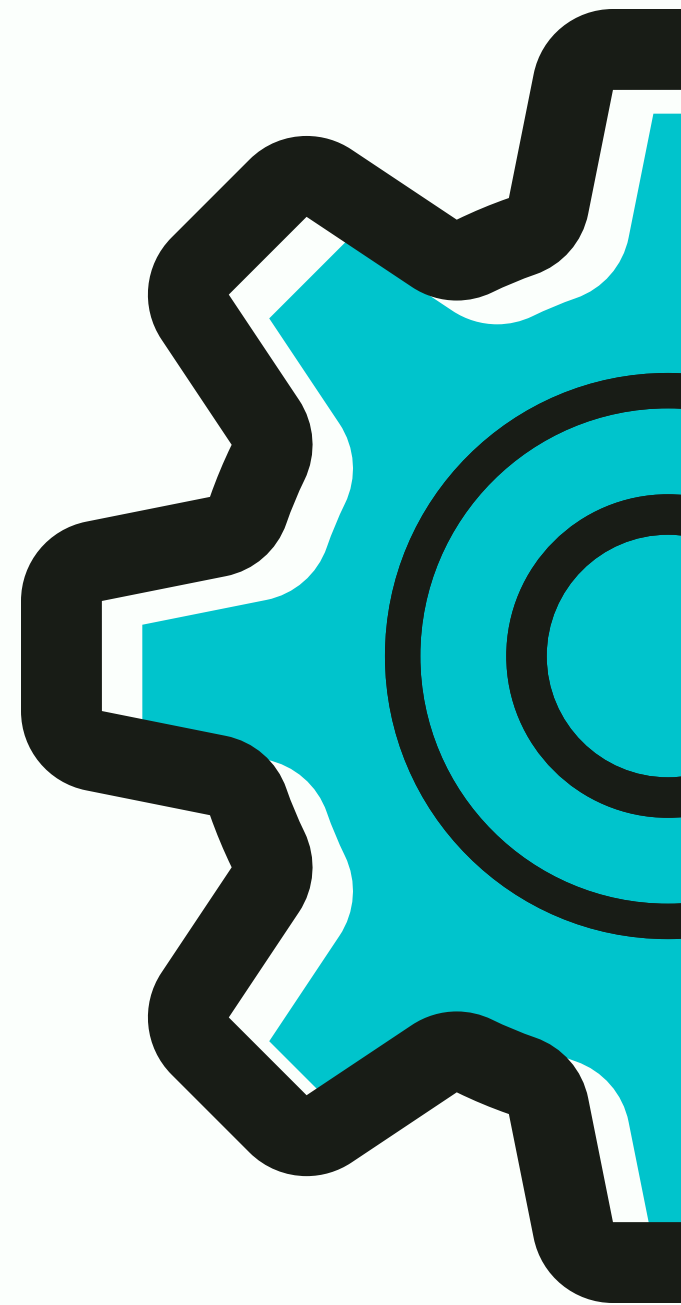
Transactions = Solicitation

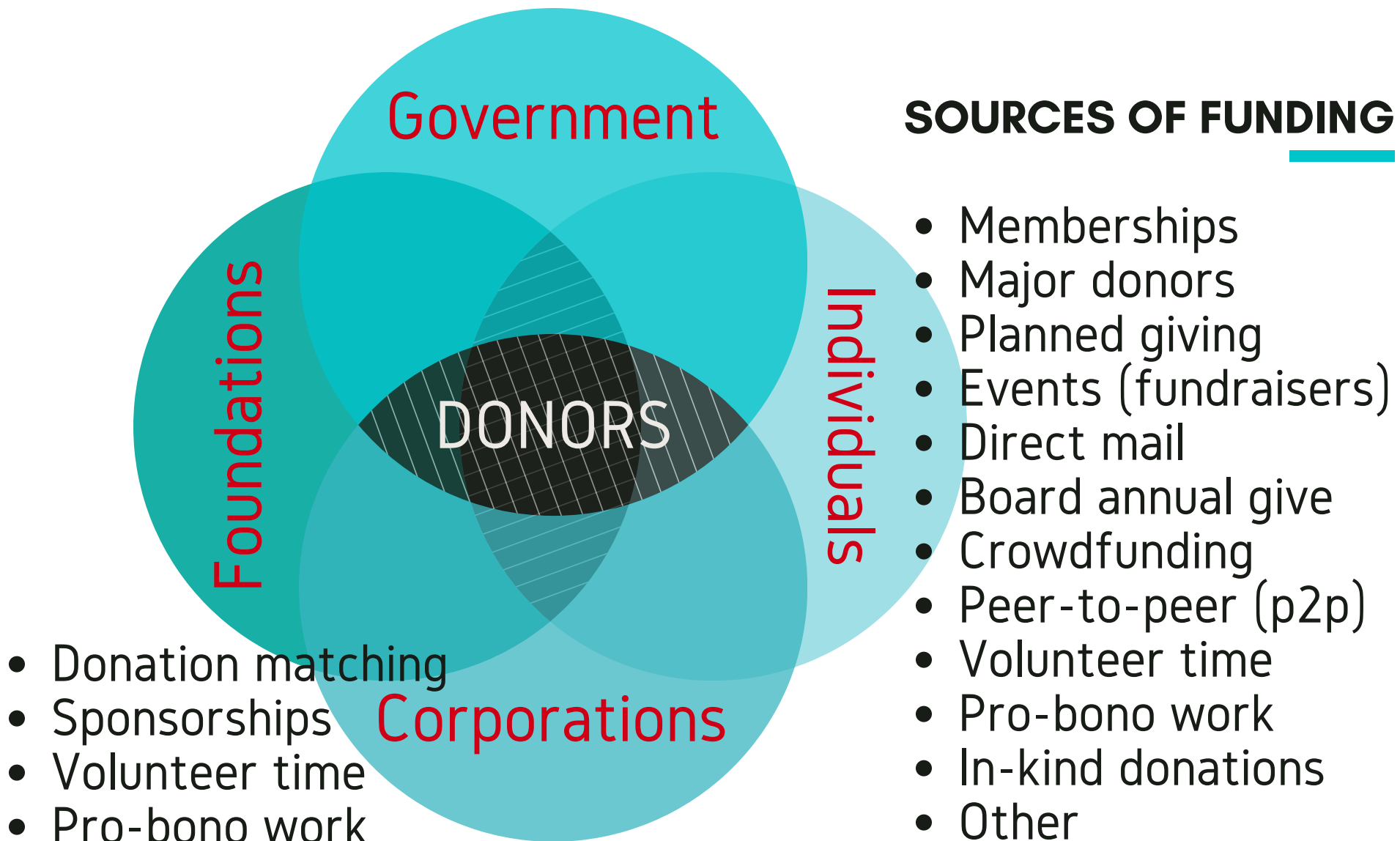
FUNDRAISING VS. DEVELOPMENT*

Relations =
Cultivation + Education + Stewardship

* US Trend.

Source: www.campbellcompany.com





#SOURCE Mapping



**FIRST, SAY TO YOURSELF
WHAT YOU WOULD BE;
AND THEN DO
WHAT YOU HAVE TO DO."**

Epictetus

ANCIENT GREEK PHILOSOPHER.

WAS BORN A SLAVE, BUT OBTAINED HIS FREEDOM AFTER THE
DEATH OF NERO, AND FOUNDED HIS OWN PHILOSOPHICAL SCHOOL.



FUNDRAISING

DO'S



01

TELL A STORY & ENGAGE PEOPLE EMOTIONALLY

Everyone loves to hear stories, prospects too.

So be ready to share an exciting real story about your cause, and don't forget to describe the expected impact. Manipulation is 100% prohibited.

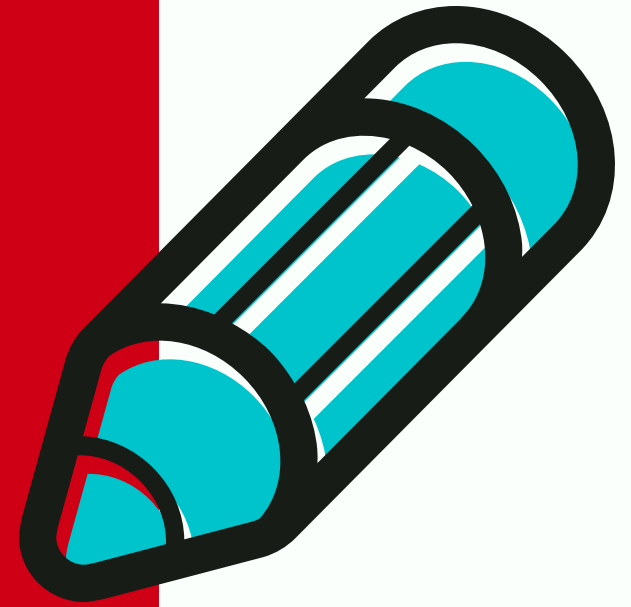
02

KNOW YOUR PROSPECTS

Listen carefully and ask questions:

why your prospects want to make a donation,
what are their expectations to your nonprofit,
how they want this partnership to look like.

Try to learn what is the good time for them to
donate and how much. Help donors to help you.

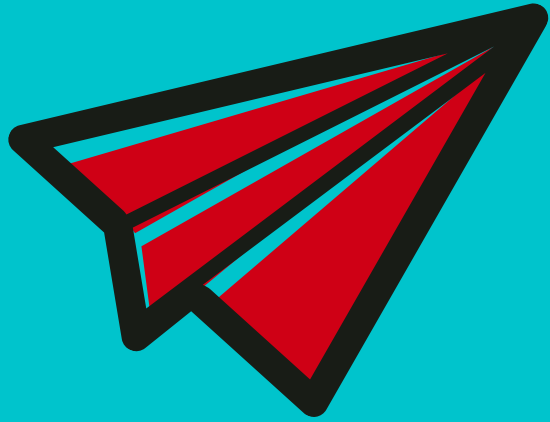




**THE SECRET TO
FUNDRAISING COMES DOWN
TO THREE MAGIC WORDS:
BEFORE, MORE,
AND STRATEGIC."**

Jay Samit

AMERICAN DIGITAL MEDIA INNOVATOR,
AND PIONEER IN THE MUSIC, VIDEO DISTRIBUTION,
SOCIAL MEDIA, AND ECOMMERCE SPACE.



03

MAKE AN ASK

But please-please-please do it at the right time and on the right level (amount). Right for your donor.



04

THANK YOUR DONORS

Do it as soon as possible.
Ideally - in 48 hours, but
no later than in two weeks.

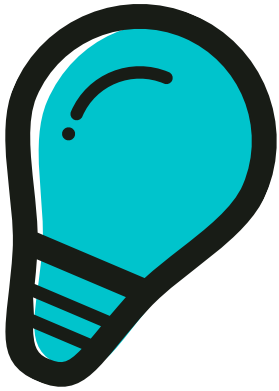


05

SHOW THE IMPACT

In a week. In a month. In a year...

Sharing the dynamic story of the change made with your donor's support is not just a right thing to do, but it also an effective stewardship tool.



06

LEARN UNDER FIRE

Never jump right into a new campaign
without any thought or planning,
but don't spend months or years waiting to execute.

Learn from your mistakes. Test and experiment.

Ask advice from your donors and teammates.

And if the request was denied, try to ask about the room
for improvement and the right time to get back if possible.



**IT IS HARD TO FAIL, BUT IT
IS WORSE NEVER TO HAVE
TRIED TO SUCCEED."**

Theodore Roosevelt

NOBEL PEACE PRIZE LAUREATE.

AMERICAN AUTHOR, EXPLORER, NATURALIST, AND REFORMER.

THE 26TH PRESIDENT OF THE UNITED STATES.

TOP 8 MOST USEFUL (AND FREE) FUNDRAISING LIBRARIES

p2p/crowdfunding platform



<http://www.networkforgood.com/non-profit-fundraising-resources/>

p2p/crowdfunding/tickets



<https://www.classy.org/#!/best-practices>

p2p/crowdfunding/SMS



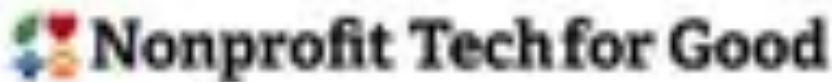
<https://www.mobilecause.com/infographics/>

CRM, crowdfunding, and other solutions



<https://www.blackbaud.com/nonprofit-resources/>

Technology digest, SMM guru



<http://www.nptechforgood.com>

Media digest, social marketing strategy



<http://www.nonprofitpro.com>



FOUNDATION
CENTER

<http://foundationcenter.org>

Grants

Everything

Your colleagues, networks,
associations, and fellow fellows



**IT ALWAYS SEEMS
IMPOSSIBLE,
UNTIL IT'S DONE."**

Nelson Mandela

NOBEL PEACE PRIZE LAUREATE.
SOUTH AFRICAN ANTI-APARTHEID REVOLUTIONARY,
POLITICIAN, AND PHILANTHROPIST.



THANK YOU

for the time, talent, and treasure you
have invested in making this world a better place!

& HAVE A PRODUCTIVE DAY

FEEL FREE TO SEND YOUR FEEDBACK / QUESTIONS / CONCERNS
TO: ANNA.KANTEROVA@ATLASCORPS.ORG