



MASCAT Consultants

Alma C. Aguirre, Owner

Cell: 210-548-9248

Email: mascat.aguirre@gmail.com

Ten Ways to Raise Money in a Recession

1. Harness Your Board:

- Board Members create relationships and connections
- Conduct Brainstorm sessions where everyone on the Board has input
- Be Strategic, Plan for success! Have Brainstorming Workshops, Strategic Planning Workshops!

2. Take good care of your Donors:

- Make sure you keep and even upgrade the donors you have.
- Thank them for everything they do for you.
- Reconnect with past donors, thank them again, and encourage them to give again.
- Customize your donor communications as much as possible.
- Know each donor's interests, what they donated towards and why they give.
- Thank them over and over and communicate to them as partners in your mission.
- Thank them again and tell them how much their donation helped you.

3. Plan and Plan Again:

- Create a Strategic Plan for this year, 3, 5 and 10 years from now.
- Clarify what you do and how you do it.
- Plan on your sustainability into the future.
- Plan so that your donors feel that you run an efficient organization.
- Create a Development Plan so that you can put action into your fundraising.

4. Reallocate Resources: (money, staff, technology, time, volunteers)

- You want the highest return on investment.
- Keep track of direct and indirect costs. Find out the real value of employee/volunteer time spent on a project.
- Put your fundraising efforts into areas that will give you more money for the time and effort you need to put in.

5. Use the Internet:

- Put communications with donors and prospects on line...DONATE NOW page!
- Use on line communications more often.
- Survey your donors on how best to communicate with them, encourage internet communications...ask for their email contact information.
- Launch a Blog that will give your donors a behind-the-scenes view of your organization and its work
- Use technology to communicate with your donors on a personal basis.

MASCAT Consultants Makes your Mission Happen!

6. Build your Infrastructure:

- Do not skimp on your donor database nor on your marketing software.
- Establish a good work area for everyone, staff & volunteers, with proper technology.
- Do not skimp on your telephone or internet services.

7. Keep Learning:

- Utilize the talents of your staff. Ask them for input on what they can do.
- Find the best person for a job..it may mean shifting positions but it will pay off in the long run.
- Train your staff so that they are productive toward the completion of your mission.
- Create Focus Groups of clients, donors and staff...collectively they have a lot of knowledge and can help bring a fresh perspective to your organization.

8. Strengthen your Case:

- Create a Case for Support: what are you doing for the community and why?
- Make your case compelling, clear, concise and inspiring!
- Use your Case in all our fundraising materials, for personal donor contacts, letters, emails, etc.
- Let your community of Donors invest in the good that you do for the community through your case statement.

9. Clone your Best Donors:

- Dig into the demographics of your best donors; dig into your database, most years of giving, largest donors etc.
- Survey your donors (formally or informally) to find out why they give, what messages resonate with them, what they read and where they get their information.
- Ask them to recommend others you can contact as a new friend of your mission.

10. Diversify your Funds:

- Invest in a good development staff, hire top people, and train the ones you have.
- Find new revenue streams or strengthen the ones you have.
- Get to know Foundations who give to your program area.
- Get to know corporate investors that have giving programs.
- Refine your earned income activities toward success.
- Launch an Annual Fund Drive to make money and make friends.
- Think creatively about your in-kind donors and how they can be cultivated.
- Have some high and low cost (ticket price) fundraisers and solicit sponsors to cover your costs.

These times are tough, but not as tough as you are! You can make your Mission Happen! Think strategically, take one step at a time and stay positive!

Compiled by MASCAT Consultants: _Source Niel Edgington, President of Social Velocity, a social innovation company addressing root causes of social problems while creating sustainable nonprofit organizations. (www.socialvelocity.net)