

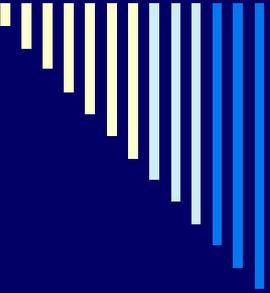
# Grant Funding Doesn't Last

Forever

So how do you plan for sustainability

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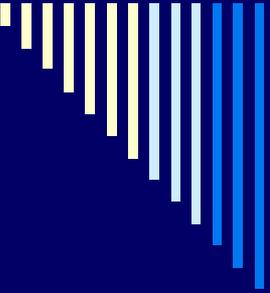


# What We'll Cover

## What is Sustainability

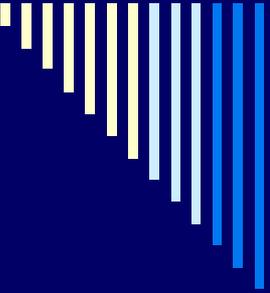
- What is a Sustainability Plan & Why do you need one
  - Finding Resources & Fundraising Methods
-

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# Sharon Barker, CFRE





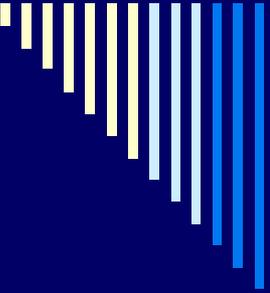
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# Sustainability – what is it?

Defined as:

1. To give support or relief to
2. To supply with sustenance – Nourish
3. Keep Up, Prolong
4. To support the weight of
5. To buoy up
6. To support as true
7. to support by adequate proof

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# Sustainability - Poll

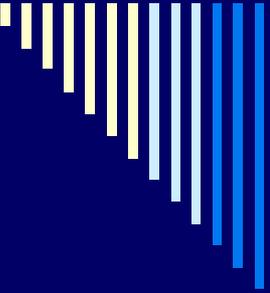
Is it about Money

Is it about Goals/Outcomes

OR

Keeping Your Job

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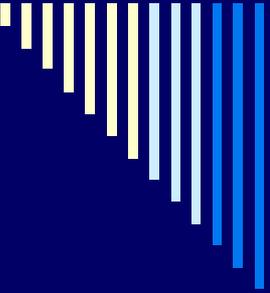
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# Fund Raising

## Current Economic Climate

- ❑ Foundation funding down
  - ❑ Less “optional spending”
  - ❑ Uncertainty of long-term financial situation (both corporate and personal)
-

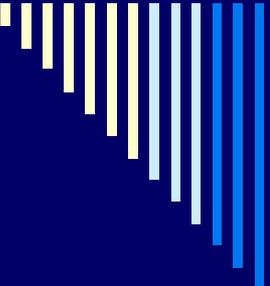
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# Sustainability Planning

- Ask What should be sustained?
    - Break out components
    - Think about Outcomes/Goals
-

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# Sustainability Plan

- What resources are required to maintain them

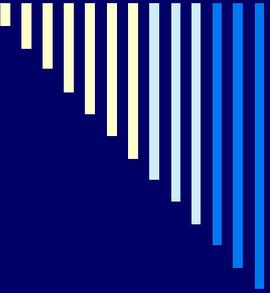
***TIME***

***TALENT***

***TREASURE***

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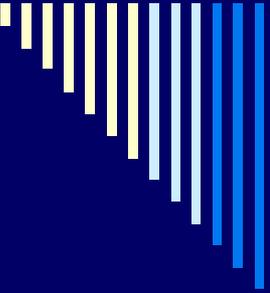
# Sustainability Planning

- Who will be affected by your program or service (constituents)
  - By having your program – or –  
by loss of your program

***The More the Merrier***

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# Sustainability Plan

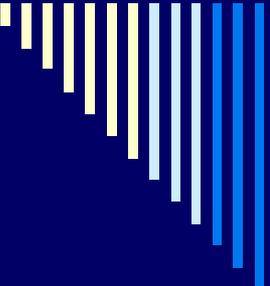
- **Why you**

- Are there others that do what you do or could work with you to support your mission

– OR –

- Are they your competition
-

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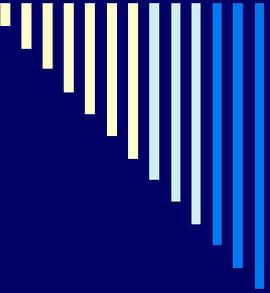


# Sustainability Plan

- *Don't put all your eggs in one basket!*



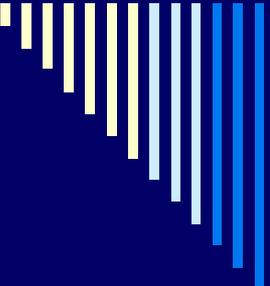
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# Major Categories of Revenue

- Grants
    - Government
    - Foundation
    - Family
-

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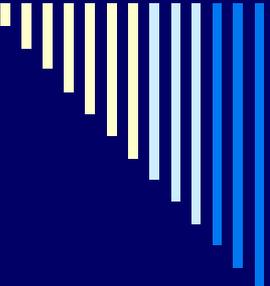


# Major Categories of Revenue

## □ Individual Donors

- In person
  - Written Message
  - Recorded
-

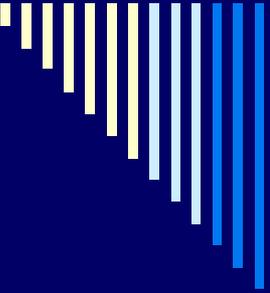
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# Major Categories of Revenue

- Events/Fundraisers
    - Appropriate for the Org
    - Marketing Opportunity
-

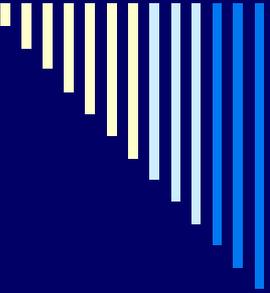
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# Major Categories of Revenue

- Business
    - Thrift Store
    - Items Sale
-

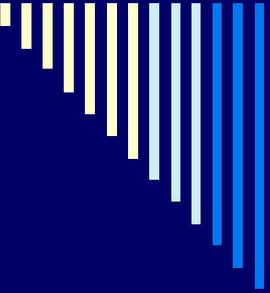
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# Major Categories of Revenue

- Membership
    - One Time
    - Annual
    - Project Membership
-

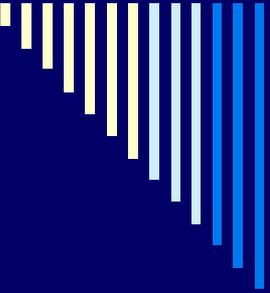
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# Major Categories of Revenue

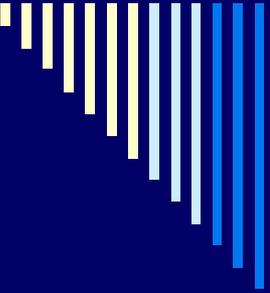
- Fees
  - Taxes
  - Fines
-

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# Major Categories of Revenue

- In-Kind
    - Volunteer time
    - Additional Staff Time
    - Experts
    - Services
    - Physical Items
-



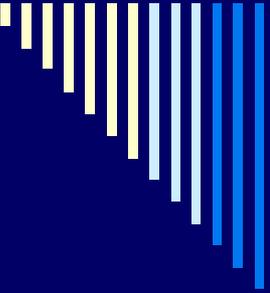
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# Fund Raising/Support

Why don't people give:

- They weren't asked
  - They weren't thanked for a previous gift
  - They don't understand who or what you're about
  - They don't think their support will make a difference
-

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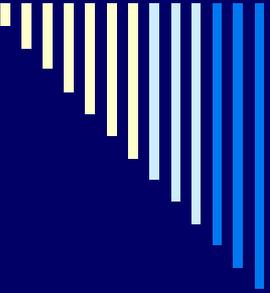


# First Steps in Fund Raising

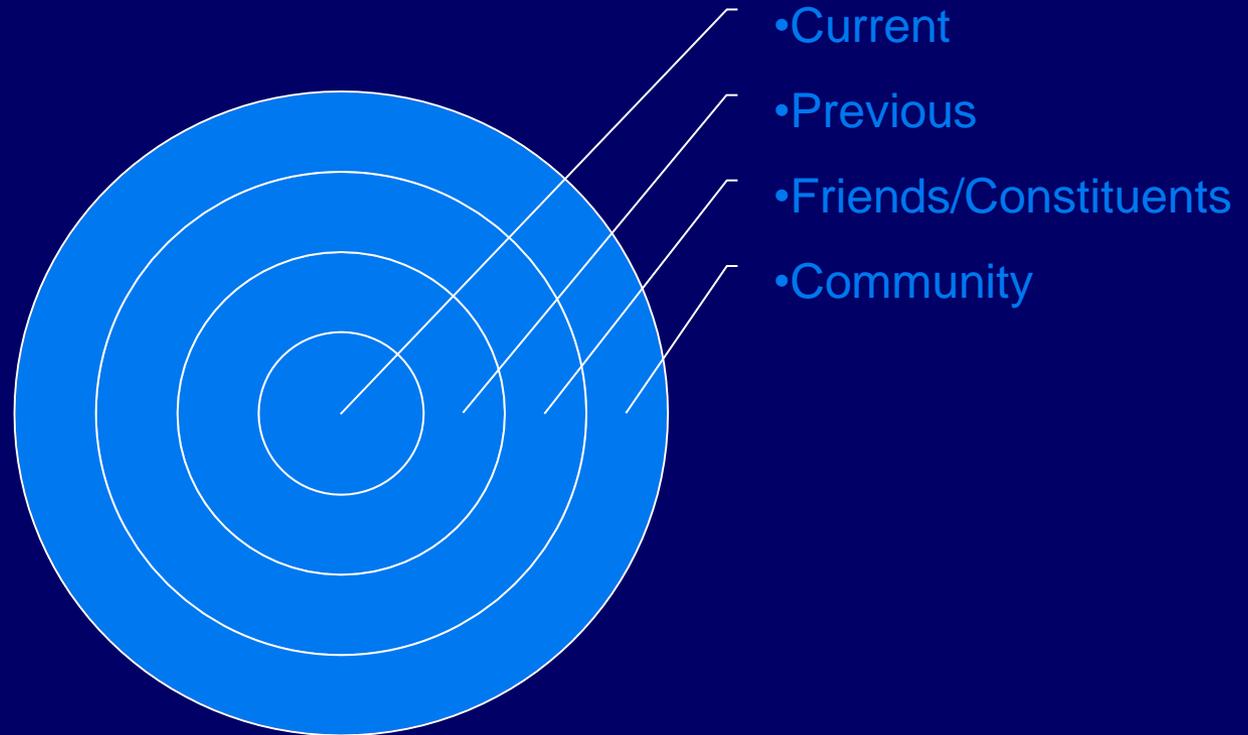
## **Create Case Statement**

- Identify Needs
  - Identify Target Audience
  - Determine Type of Request
    - Written/In Print
    - In Person
    - Recorded
-

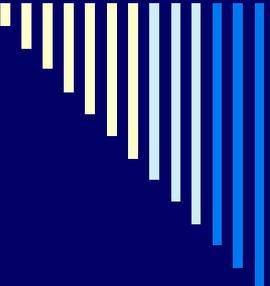
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# Circles of Support



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# Fund Raising

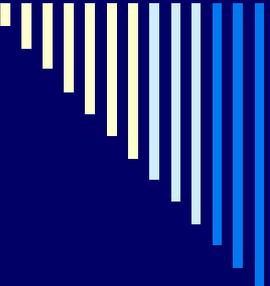
MAKING THE ASK:

***Select the right person to ask the right person at the right time for the right amount in the right way for the right reason.***

AFP QUOTATION

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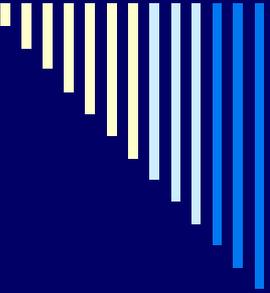
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# Future Training Poll

- **Preparing A Case Statement**
  - **Preparing To Make The Ask**  
(Training your volunteers)
  - **Segmenting/Targeting**  
**Messages & Mailings**
-

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# Contact Info

Sharon K. Barker, CFRE

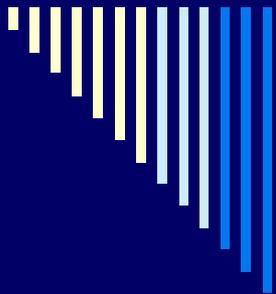
Sr. Vice President Community Impact  
& Development

United Way of Bucks County

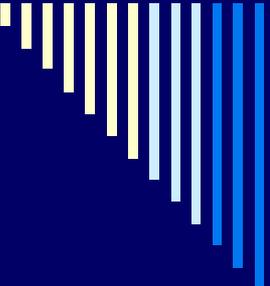
215-949-1660 x 116

[sharonb@uwbucks.org](mailto:sharonb@uwbucks.org)

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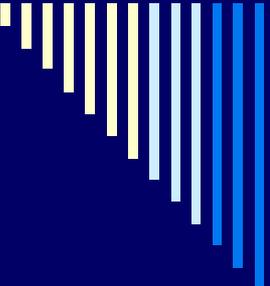
# Q & A



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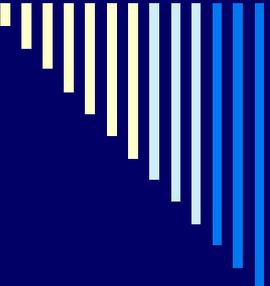
# Resources

- The Complete Guide to Fundraising Management; by Stanley Weinstein (AFP/Wiley Fund Development Series)
  - Fundraising for Social Change;  
by Kim Klein
  - Donor Centered Fundraising;  
by Penelope Burke
-



# Resources – Grant writing

- Bauer, David G., The “How To” Grants Manual: Successful Grantseeking Techniques for Obtaining Public and Private Grants. Fourth Edition. American Council on Education/Oryx Press, 1999.
  - Carlson, Mim., Winning Grants Step by Step. Support Centers of America’s Complete Workbook for Planning, Developing, and Writing Successful Proposals. Jossey-Bass, 1995.
  - The Foundation Center, Guide to Proposal Writing. Revised Edition, 1997
  - Meador, Roy., Guidelines for Preparing Proposals. Second Edition. Lewis Publishers, 1991.
  - Miner, Lynn E., Miner, Jeremy T., and Jerry Griffith, Proposal Planning and Writing, Fourth Edition. Greenwood Press, 2003.
  - Strunk, W. and White, E.B., The Elements of Style. With Revisions, an Intro., and a New Chapter on Writing. Longman, 1999.
-



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# On-line Resources

## Fundraising Resources

<http://www.iteachfundraising.com/books.html>

<http://www.ccfbest.org/fundraising/default.htm>

<http://foundationcenter.org/>

<http://philanthropy.com/>

## Non-Profit Management Resources

<http://www.fieldstonealliance.org/client/tools.cfm>

[http://ctb.ku.edu/tools/en/sub\\_section\\_main\\_1049.htm](http://ctb.ku.edu/tools/en/sub_section_main_1049.htm)

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**United  
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