

# FINDING THE MONEY TO BUILD YOUR FUND RAISING CAPACITY

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You are not alone if initially you feel you do not have the money to build your fund development program, enhance your public relations efforts, hire a full-time development professional, or hire a consultant. After all, the organizations that most need help are generally the ones whose philanthropic income is the least! Here are some creative ways your colleagues have found the resources. We are sure you can add your own ideas to this list:

1. Board members can invest in your organization’s future by contributing personal or corporate funds to underwrite your start-up or additional costs for a fund raising program. The return on this investment can be startling. Who among your board might be approachable with this request?

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2. Your organization may be able to identify a passionate “angel” who will provide the funds to build your capacity to better achieve your mission. Can you think of anyone who might be willing to do this?

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3. Your organization can borrow from its reserves, with the understanding that the funds will be repaid within 12 months through new monies raised as a result of implementing development initiatives. Is this a possibility at your organization?

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4. You organization's leadership brainstorms about alternative sources of revenue. For example, a school leases out its computer classrooms in the evenings to the county's adult education program or an organization with a busy lobby adds vending machines. The revenues from both activities can be designated for the fund development program. Can you think of any ways your organization could generate alternative revenue?

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5. Local foundations may provide capacity-building grants. How will you research about such foundations in your area or elsewhere? How will you prepare your grant proposal to have the best chance of success?

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Other ideas:

Caring people abound. There are thousands in your community who would support your important work if they were aware of what you do and you asked for their help.

*Remember – for every day you delay getting started,  
donors are giving their charitable dollars somewhere else!*