



NonProfit HelpDesk

PICKING THE FUNDRAISING FRUIT ...AND SOWING SEEDS FOR THE FUTURE

Tuesday, November 29, 2022, 12 - 1:15pm | FACILITATOR: AMY FIORE

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NonProfit HelpDesk

A project of the Jewish Community Council of Greater Coney Island (JCCGCI)

www.nphd.org

NonProfit HelpDesk

JCCGCI
JEWISH COMMUNITY COUNCIL
OF GREATER CONEY ISLAND
Community-Based | Citywide Impact

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The NonProfit HelpDesk invites small and emerging nonprofits to **FREE ONLINE workshops and consultative support, funded by the New York City Council and NYC Department of Youth and Community Development.**

This new workshop series will focus on key skills, operating areas, and best practices to help groups work smarter. One-on-one assistance will be available on a limited basis to workshop participants following the presentations.

In addition, organizations can apply for short consultations in the areas of governance (by-laws, non-profit tax exemption, corporate policies, employee handbooks), executive coaching, fundraising and financial management.

To register for a workshop or apply for consultative support:
bit.ly/NPHD_Workshops

SCHEDULE

<p>TUESDAY, NOVEMBER 29, 2022 12-1:15 PM <i>Picking the Fundraising Hut and Sowing Seeds for the Future</i></p> <p>Two-Part Series on Storytelling TUESDAY, DECEMBER 6, 2022 12-1 PM <i>The Power of Effective Storytelling: The Clash of Operts</i></p> <p>TUESDAY, JANUARY 10, 2023 12-1 PM <i>Storytelling Workshop: "SHAUX TANK" Style</i></p> <p>WEDNESDAY, DECEMBER 14, 2022 12-1 PM <i>Feedback for Performance</i></p>	<p>Three-Part Series on Collecting the Right Data to Advance Your Organization's Goals FRIDAY, JANUARY 6, 2023 12-1 PM <i>Basic Data Important to Every Social Change/Social Service Organization</i></p> <p>FRIDAY, JANUARY 13, 2023 12-1 PM <i>Tools for Framing Data Collection and Analysis</i></p> <p>FRIDAY, JANUARY 20, 2023 12-1:30 PM <i>Follow-up Consultations</i></p>	<p>Three-Part Series on Developing a Road Map for Future Success THURSDAY, JANUARY 12, 2023 12-1 PM <i>Where Are We Now?</i></p> <p>THURSDAY, JANUARY 26, 2023 12-1 PM <i>Where Are We Going?</i></p> <p>THURSDAY, FEBRUARY 2, 2023 12-1 PM <i>How Are We Going to Get There?</i></p> <p>WEDNESDAY, FEBRUARY 8, 2023 12-1 PM <i>Software Selection and Workflow Design - Making a Home for Your Data</i></p>
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ABOUT ME

AMY FIORE

Mom | Wife | Theater Teacher / Director | Consultant
 Arts | Education | Youth Development | Social Services
 Training | Strategic Planning | Fundraising | Coaching






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WITH LIMITED RESOURCES, YOUR NONPROFIT MUST MAKE EFFICIENT FUNDRAISING DECISIONS REGARDING THE “LOWEST HANGING FRUIT” WHILE ALSO PLANTING AND CULTIVATING SEEDS FOR THE FUTURE OF THE ORGANIZATION.

KEY LEARNING OBJECTIVES

- Outline typical sources of funding
- Explore how to obtain it
- Help you determine where to focus your effort.



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FUNDRAISING

The process of soliciting financial support.

Fundraising is an essential way for most nonprofits to bring in revenue for their organization's mission.



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"If just one person believes in you,
Deep enough, and strong enough,
Believes in you
Hard enough, and long enough
Before you knew it,
someone else will think
If he can do it, I can do it"
Making it two..."

~SNOOPY



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DEVELOPMENT

The process of creating and enhancing relationships with prospective donors to ensure current and future funding.

"Fundraising" is about income generation.

"Development" is about support.



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Individual Giving

Annual

Major Gift

Planned Giving

Board of Directors

Peer-to-peer initiatives

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Events

Gala/Benefit

Auction/Golf/Gaming

Peer-to-Peer Gatherings

Parlor Events

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Institutional Giving

Government

Corporate

Foundation

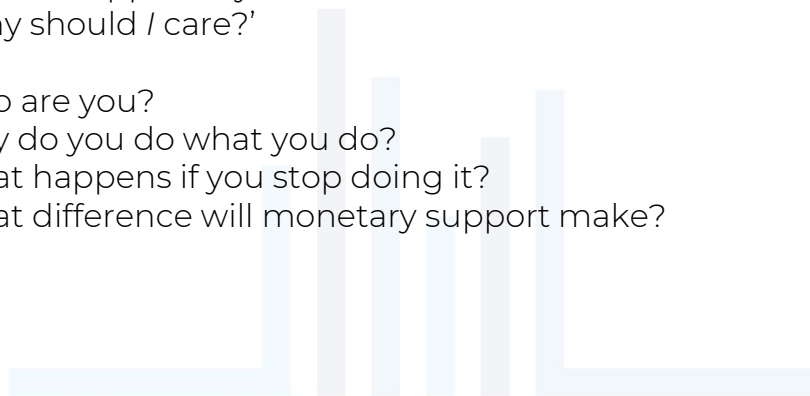
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MAKE YOUR CASE

KNOW WHAT YOU ARE ASKING FOR...AND WHY

A Case for Support is your mission and vision rewritten to focus on 'why should I care?'

- Who are you?
- Why do you do what you do?
- What happens if you stop doing it?
- What difference will monetary support make?



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FIRST THINGS FIRST: **PRIORITIZE!**

- Who do you know?
- What is working already?
- Who do you not realize you know?
- What do you have the capacity, skills, and interest in doing today?



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FUNDRAISING IS A LONG GAME AND GAMES ARE BETTER PLAYED WITH OTHERS!




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HURRY UP...AND WAIT

- The fastest donor is the one writing the check
- The best gifts are from the most engaged
- The most meaningful investment comes from those you invest the time into



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In conclusion:

- There are many ways to seek support.
- Start with who is supporting you already.
- Prioritize the things you can do well.
- Say thank you. Again and again.
- Pace yourself.
- Be persistent.
- Always be an advocate.



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QUESTIONS?

Presented By Amy Fiore
Facilitator for the Nonprofit HelpDesk



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