41st Western Area Links Conference

**Successful Fundraising**

Big Hats = Big Responsibilities

“Show Me the Money”

Link Josie Daniels and
Link Sharon Murphy
Chair, Western Area Fund Development
Fund development is the major cornerstone for program sustainability in Linkdom.
Purpose of fund development

- Fund development is an integral part of the Links Incorporation strategic plan that coordinates fundraising, communications and branding. It involves building relationships with people and organizations that will support our long term mission and vision.

- Friend development - people give to people for causes they care about and this exchange deepens relationships. Through our friend development we promote not only our chain of friendship, but also our chain of purposeful service.

- When an organization such as ours demonstrates the ability to achieve proven results, other organizations want to partner with us, thus generating funds and other resources that build the power base and capacity needed to accomplish even more desired outcomes.
Anatomy of a fund development program

- The purpose of the **fund development program** is to focus on the organization’s **goals**, method of achieving the **goals** and resources required.

- The **fund development plan** is a strategy designed to **identify** and **secure** resources needed to advance the mission and strategic goals of an organization. To that end, every member is essential to the success of the fund development plan and an advocate in all fundraising efforts.
Identify the sources of the funds
Donors and sponsorship

- Individual donors
- Corporate sponsorship
- Charitable Foundations
- Grants
- Employee matching
- Businesses
- Governmental agencies
- Special events etc.
Solicitation
“leave no money behind”

- Describe your mission and the beneficiaries of your mission
- Ask for a donation (be specific as possible) and describe how that donation will be used
- Tell recipient how to donate, by what date you need the donation, and who to contact regarding the donation.
Solicitation strategies
“novel ideas make money”

- Face-to-face
- Direct mail
- Telephone
- Proposals
- Special events
Fiscal responsibility “lets follow the money”

- Open and transparent
- HBCU National Initiative
- Scholarships, grants for innovative programs
- The Links Foundation, Incorporated has contributed more than $24 million dollars to charitable causes since its founding.
Fund development is the major cornerstone for program sustainability in Linkdom!