

## FUND DEVELOPMENT: 10 TIPS AND TAKEAWAYS

- ✓ **Work collaboratively with your marketing and communications staff, board, committees and organizational leadership to maximize the effectiveness and impact of your fundraising efforts.**  
Banding together allows you to more effectively map your network of prospective funders and donors, and ensures your communications and collateral present a unified front.
- ✓ **Seek diverse types of funding (e.g. individuals, grants, events and third-party partnerships) to balance your revenue sources.**  
A diversified funding portfolio ensure your CASA organization can sustain its programs and operations during periods where specific types of funding sources become less plentiful — for example, when individual giving shrinks during a recession.
- ✓ **Think like a donor.**  
Make a list of the organizations where you've donated your money, time or used goods. Note what motivated you to give, how giving made you feel, and how you were thanked or recognized. Then consider how you might shape your organization's outreach and communication to incorporate the positive elements (and avoid the negative ones) of your own experience.
- ✓ **Always start with "why."**  
Why would someone want to invest in your CASA organization? What makes giving to your organization unique? If you can answer these questions, you can deliver a confident pitch to a potential funder.
- ✓ **Get creative with donor solicitation and acknowledgement.**  
It's your job to make donating to your organization feel like more than just a financial transaction. Put a unique spin on your email subject lines, leverage images and videos to carry your message; and plan events that incorporate elements of delight to attract and recognize donors.



- ✓ **Don't get discouraged by "no"—remember that your cause is worthy of persistence.**  
Don't think of a "no" as a "never," but as a "not now." Take time to revisit the personal stories and success metrics you traditionally share with donors, and reflect on how CASA instills hope and creates positive change in children's lives.
- ✓ **Stay positive and operate from a perspective of abundance versus scarcity.**  
Focus on what you **will** be able to achieve **once** you meet your fundraising goals rather than what you **won't** be able to do if you **don't** raise enough money. Difficult giving climates can present new opportunities to consider how you might engage prospective funders and donors in new ways.
- ✓ **Date your donors, and intentionally build your relationships with them.**  
Get to know both prospective and current donors, including why they give, what other causes they support and how they want to participate in organizations to which they contribute. Use this information to create targeted messaging designed to deepen your relationship.
- ✓ **Network with industry colleagues.**  
Make it a point to attend professional networking events, and take the time invite your fundraising peers at other organizations out for coffee or a meal. These individuals can often be good candidates for peer-to-peer giving, help connect you with others in their network, and pass along ideas and tips to leverage in your own outreach.
- ✓ **Lead by example with your own participation in giving.**  
Practice what you preach by giving to organizations in your community. In addition to modeling the behavior you want to see from your donor network, you can speak to your own reasons for donating in hopes of inspiring others to do the same.

