



MP

MOORE PHILANTHROPY

Strategies for Solid Fundraising

Agenda

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Fundraising Tactics

Donor motivation, kinds
of fundraising, key
components

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Advisory Boards

Purpose, functions,
recruitment, and
running of Advisory
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Q&A

Share your questions or
experience

Agenda

Welcome and introductions

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Donor Psychology + Personalities

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Q & A

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01

Fundraising Tactics

Fundraising Defined

The process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, corporations, charitable foundations, or governmental agencies.

Types of Giving



Individual

Soliciting one-time or recurring donations from everyday givers.



Events

Events that encourage donations through ticket sales, sponsorships, or live auctions.



Major Gifts

Securing large donations from wealthy individuals or philanthropists.



Grants

Applying for funding from foundations, corporations, or government entities.



Capital Campaign

Intensive fundraising effort to meet a specific goal within a specified time period for major project(s).



Annual Giving

Fundraising program generating contributions on an annual basis.

Thinking Strategically about Fundraising

- What are your short and long term goals?
- What kind of campaign or approaches will be most effective for your project?
- How can you leverage your advisory board, donors, network, and other supporters to meet your fundraising goals?

Donor Motivation

What motivates individuals and the leadership of public, private and nonprofit institutions to make philanthropic grants, gifts and contributions?

Key Components of Solid Fundraising

- Thoughtful strategy and planning
- Strategic targets
- Relationship building
- Adhering to best practices

Creating Strong Timelines

- Identify dates or seasons relevant to your cause.
 - Latinx Heritage Month, Giving Tuesday, Red Nose Day etc.
- Consider where fundraising can happen in your existing programming calendar.
- Consider membership, staff team and board capacity throughout the year

Donor Psychologies and Personalities

The Seven Faces of Philanthropy

- **The Altruist:** Doing Good Feels Right
- **The Communitarian:** Doing Good Makes Sense.
- **The Devout:** Doing Good is God's Will
- **The Dynast:** Doing Good is Family Tradition
- **The Investor:** Doing Good is Good Business
- **The Repayer:** Doing Good in Return
- **The Socialite:** Doing Good is Fun



02

Purpose and Structure of Advisory Boards

The Purpose of an Advisory Board



The intention behind an advisory board is to provide strategic advice, and guidance that supports its core programming, growth, and capacity needs.

It is usually formed by individuals that believe in its mission, serving as ambassadors that provide invaluable insight helping you navigate the complexities of organizational, priorities and the sector at large.

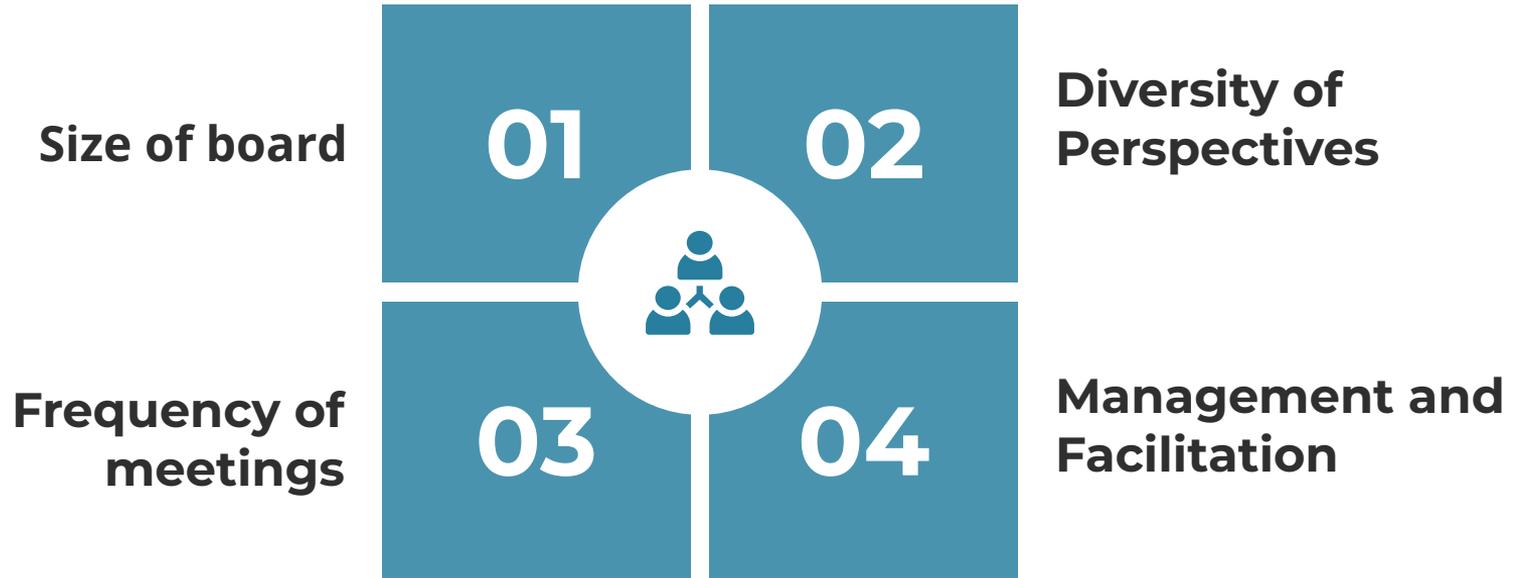


A group of diverse people, including a woman with red braids, a man with glasses, and a woman with long blonde hair, are gathered around a young tree sapling in a park. They are wearing white t-shirts and blue gloves, and appear to be engaged in a community planting activity. The background shows a grassy area with trees and a blue sky. The entire image has a blue tint.

Key Considerations for Creating an Advisory Board

Determining the Structure of Your Advisory Board

Your advisory board should be intentionally structured to fit the size, capacity, and strategic needs of your project.



Defining Its Purpose

Before you begin, consider the following questions:

- What are you hoping to achieve with your advisory board?
- Do you need strategic guidance? Financial advice? Values alignment ?
- In which areas do you need advice and support?

Steps to Developing a Balanced Advisory Board

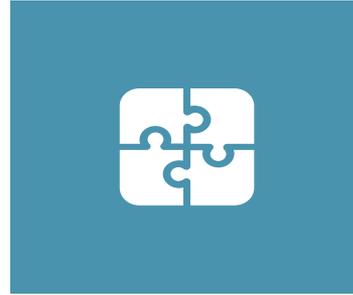
- Define the purpose
- Determine the structure
- Identify and recruit members
- Formalize the advisory board
- Conduct effective meetings
- Evaluations and flexibility

Recruitment



Criteria for Selection

Define the qualifications, experience, and qualities you're looking for.



Recruitment Strategy

Leverage your professional network, industry associations, colleagues, referrals and personal recommendations.



**Who do you
need on your
advisory board?**

Formalizing Your Board:

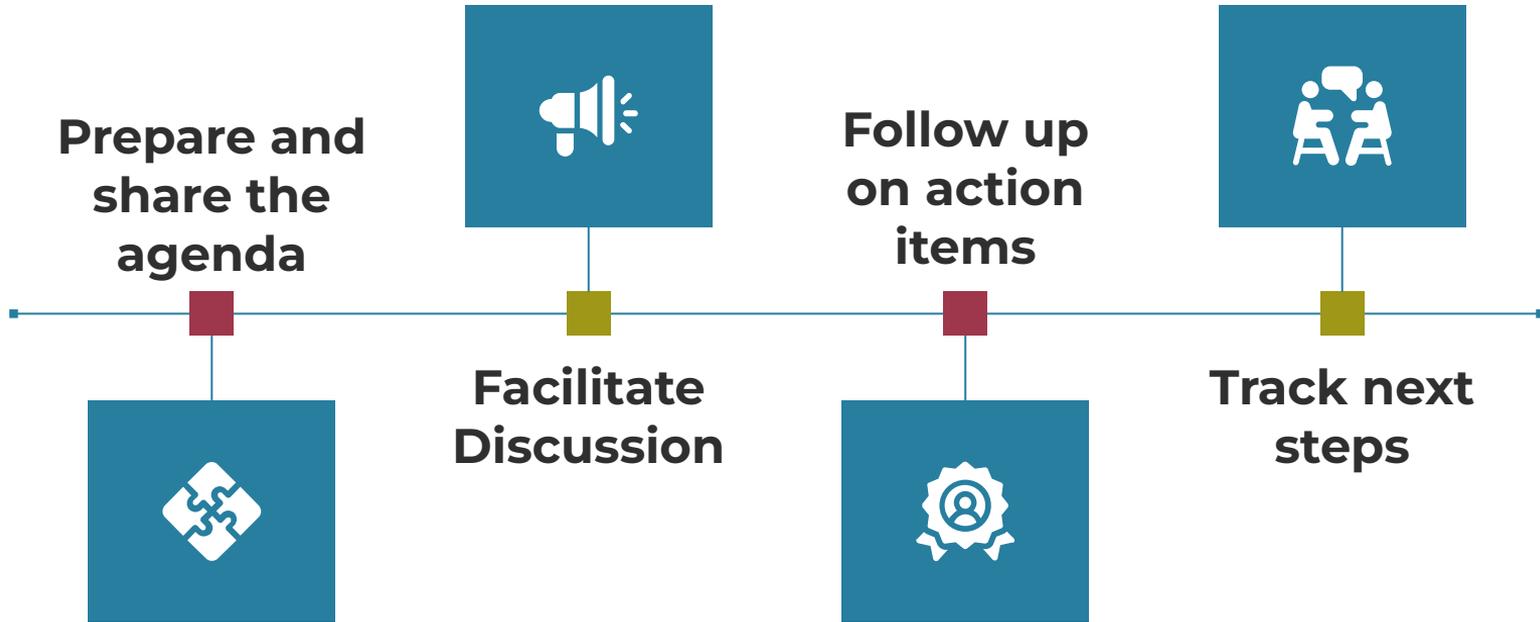
- Create agreements
- Outline roles, responsibilities and expectations
- Clarify scope, time commitments, meeting frequency
- Confidentiality
- Onboarding process
- Consider: Board/ Staff Partnership

Board/ Staff Partnership Best Practices

- Regular check-ins between project directors and board
- Commitment to “no surprises”
- Thoughtful reflection on performance

Conducting Effective Meetings

To be effective, it's essential to conduct targeted, productive and well-organized meetings.



Evaluations & Transitions

- Agility is key
- Regularly evaluate effectiveness
- Get comfortable with changing structure, membership or focus areas
- Seek feedback and utilize input.

A wide-angle photograph of the New York City skyline at sunset. The sky is a mix of orange, pink, and light blue. The city's skyscrapers are silhouetted against the sky, with some lights beginning to glow. The Freedom Tower is the most prominent building in the center. In the foreground, there is a blue semi-transparent rectangular overlay. On the right side of the image, the Manhattan Bridge is visible, spanning across the water. The water is dark blue with some whitecaps. The overall mood is serene and urban.

Q & A

A photograph of a woman and a young boy looking at each other, overlaid with a blue tint. The woman is on the right, wearing a purple cable-knit sweater, and the boy is on the left, wearing a striped shirt. The text "Resources and Close out" is centered over the image.

Resources and Close out