Fundraising and Building Partnerships

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Fundraising ... Where to Begin?

1. Project goals and outcomes
2. Available funding options
3. Identifying a strategy
4. Building beneficial relationships.
What are you trying to accomplish?

• Project elevator pitch!

• Put together a “one sheet” with details – purpose, timeline, work plan, budget, outcomes.

• Budget
  • What do you truly NEED?
  • What materials can be donated?
  • Be realistic! When in doubt over-estimate and give yourself a small cushion.
# Funding Options

<table>
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<tr>
<th></th>
<th>Timeline</th>
<th>Pros</th>
<th>Cons</th>
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</thead>
<tbody>
<tr>
<td><strong>Donations</strong></td>
<td>Depends – usually quickest</td>
<td>The majority of nonprofit fundraising comes from individual donors</td>
<td>Finding the right approach without feeling like a charity case</td>
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<td><strong>Sponsorships</strong></td>
<td>A couple of weeks minimum, ideally 1-2 months depending on marketing collateral deadlines</td>
<td>Quick funding source – can be a great for in-kind donations</td>
<td>Lack of marketing breadth to persuade larger sponsorship accounts</td>
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<td><strong>Grants</strong></td>
<td>4 – 6 months from submission to award</td>
<td>Much larger sums of money for in-depth project</td>
<td>Specific parameters, 501(c)3 status, restrictions on type of spending, finite time frame</td>
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## Develop a Funding Strategy

### Example Community Garden Project

<table>
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<tr>
<th>Needs</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
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<tr>
<td>$500 for kick-off event and supplies for 5 raised garden beds</td>
<td>$1,500 for garden implementation and food stand supplies</td>
<td>$700 for canning supplies and a food dehydrator</td>
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| Prospects                     | Small municipal grant Local hardware stores Plant nurseries | Local plant nurseries Natural Foods corporations Compost companies | Conduct small crowdfunding campaign with incentives from the project |

| Approach                      | Contact the city for application assistance, delegate members to visit hardware stores with appeal letter | Network within the local food world to find contacts Send some compelling emails with pics from the kick-off event asking for meetings | Start building momentum for the campaign well before launch date. Ensure you can make good on your ask/promise |

| Follow Up!                    | Grant report once project is finished Thank you letters and pictures to donors | Invite donors out to a community garden work day along with a thank you card | Digital thank you and later follow-up with promised incentives (if any) |
Building Beneficial Relationships with Businesses

• Start slow – it’s like dating 😊

• Do your homework
  • Look at how a business is currently marketing themselves
  • Research their engagement in the community, sometimes this will be listed on their website for larger companies

• Funding from a business will generally come from two categories/budgets
  • Marketing department
  • Corporate Social Responsibility/Community Outreach/PR

• Find an approach
  • NETWORK!!
  • Email – find a way in – get creative, use LinkedIn
  • Request a meeting first

• Build the relationship from there...
Grants 101

RESEARCH!

Build Proposal & Apply
4 – 6 weeks

Review Period
1 – 4 months

Grant Award & Contract Process
1-2 months

Implementation + Evaluation and Reporting

1 – 4 months
When in Doubt.... GET CREATIVE!!!

Crowdsourcing – lots of options for this newer and popular funding strategy. Pay attention to the fine print. Check out organizations like IOBY who are designed for neighborhood centric projects.

Social Enterprise – have something to offer your community? Try your hand at starting a mission-based business or co-operative. Starting an LLC business in Colorado is a snap!

Savings Circle – every member donates a monthly fee and at a determined timeframe (every month, 3 months, 6 months) the sum is applied toward an approved project or member.
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