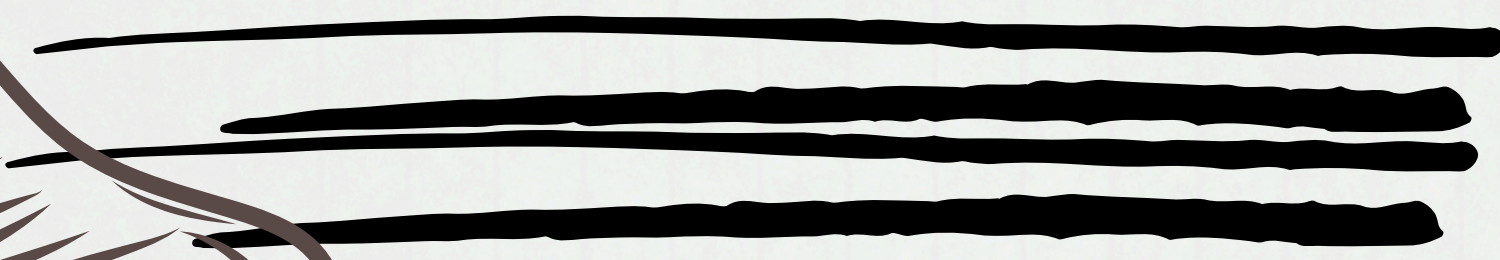
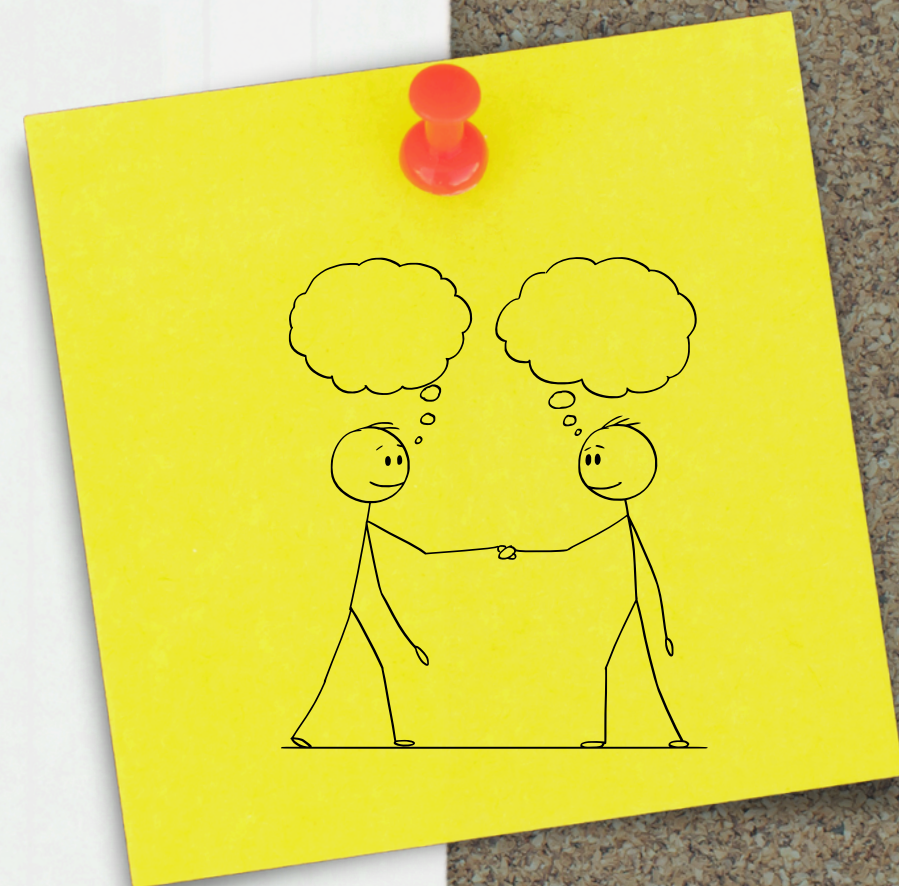


FUNDAMENTALS OF FUNDRAISING



Types of Fundraising

**Individual
& Family Donors**

Corporate Donors

Grant Funding

Events

INDIVIDUAL & FAMILY GIVING



Giving Appeal: Actively soliciting donations from individuals through campaigns like email and mailings.

Monthly or Recurring Giving: Encouraging donors to commit to regular contributions, creating predictable income.

Major Gifts: Securing significant contributions from family and individual donors with the capacity to make a large contribution.

Planned Giving: Donations arranged through wills, trusts, or other estate plans, such as bequests or gifts of life insurance.

Crowdfunding: Using online platforms like GoFundMe or Kickstarter to raise funds for particular projects or causes.

Membership Programs: Offering memberships with benefits like exclusive events, newsletters, or recognition to encourage loyalty and consistent contributions.

CORPORATE FUNDRAISING

Donation: A direct donation to your organization.

Sponsorships: Dollars to support an event or project that generally have some types of incentives and recognition.

Workplace Fundraising: A company hosts you at their business to allow you to talk with their staff and often includes volunteers who set up activities. Maybe raffle off a PTO day, a parking spot, or a lunch with the CEO.

Corporate Foundations: Grants made by corporate foundation are generally for 501c3 organizations and follow the mission of the company.

Matching Gifts: Many organizations will match an employees donation- remind donors to check with their employers to make the most of those opportunities.

In Kind Contribution: Goods and services donors, often for auctions and raffles.

On-Site Cause Related Marketing: Round up at a cash register, selling “I support Local News” cutouts, change jars, etc..



GRANT FUNDING



Types of Grants:

- Program/Project Based
- General Operating
- Capacity Building
- Capital Grants
- Endowment Grants
- Fellowships
- Matching Grants

Types of Grant Funders

- Community Foundations
- Family Foundations
- Regional & National Foundations
- Global Foundations
- Corporate Foundations
- Government Funding

FUNDRAISING EVENTS



Peer to Peer Events

- Walkathons / Fun Runs
- Polar Plunge
- Lunch or Dinner Party (small group)



Ticketed Events

- Gala Dinners – Formal events with dinner, auctions, and entertainment.
- Benefit Concerts or Shows
- Trivia Nights
- Bingo Nights at a local Bar/Restaurant
- Pancake Breakfasts / Spaghetti Dinners
- Speaker series



Tournaments:

- Golf
- Softball
- Pickleball
- Bowling

Seasonal Events:

- Breakfast with Santa
- Easter Egg Hunt
- Haunted House--
- Host a sale of Valentine Roses that includes a message in the paper.
- Raffle
- Show or Concert
- Car Show
- Bag Groceries
- Wash Cars
- Photo Contest

Crafting a Fundraising Plan

Melissa's Morning News



1. Set Fundraising Goals



OKRs:

- Objectives: Define the goals you want to achieve
- Key results: Define the milestones you need to meet to achieve your goals
- Tracking: Use the key results to measure your progress

Objective: Host a fall fundraiser with a \$25K goal.

Key Results:

- Sell 100 tickets at \$25 each: \$2,500
- Secure 15 Community Business Sponsors at \$500-\$1,000 each = \$10,000
- Secure 20 items for a Silent Auction= \$5,000

Objective: Raise \$30,000 in corporate fundraising.

Key Results:

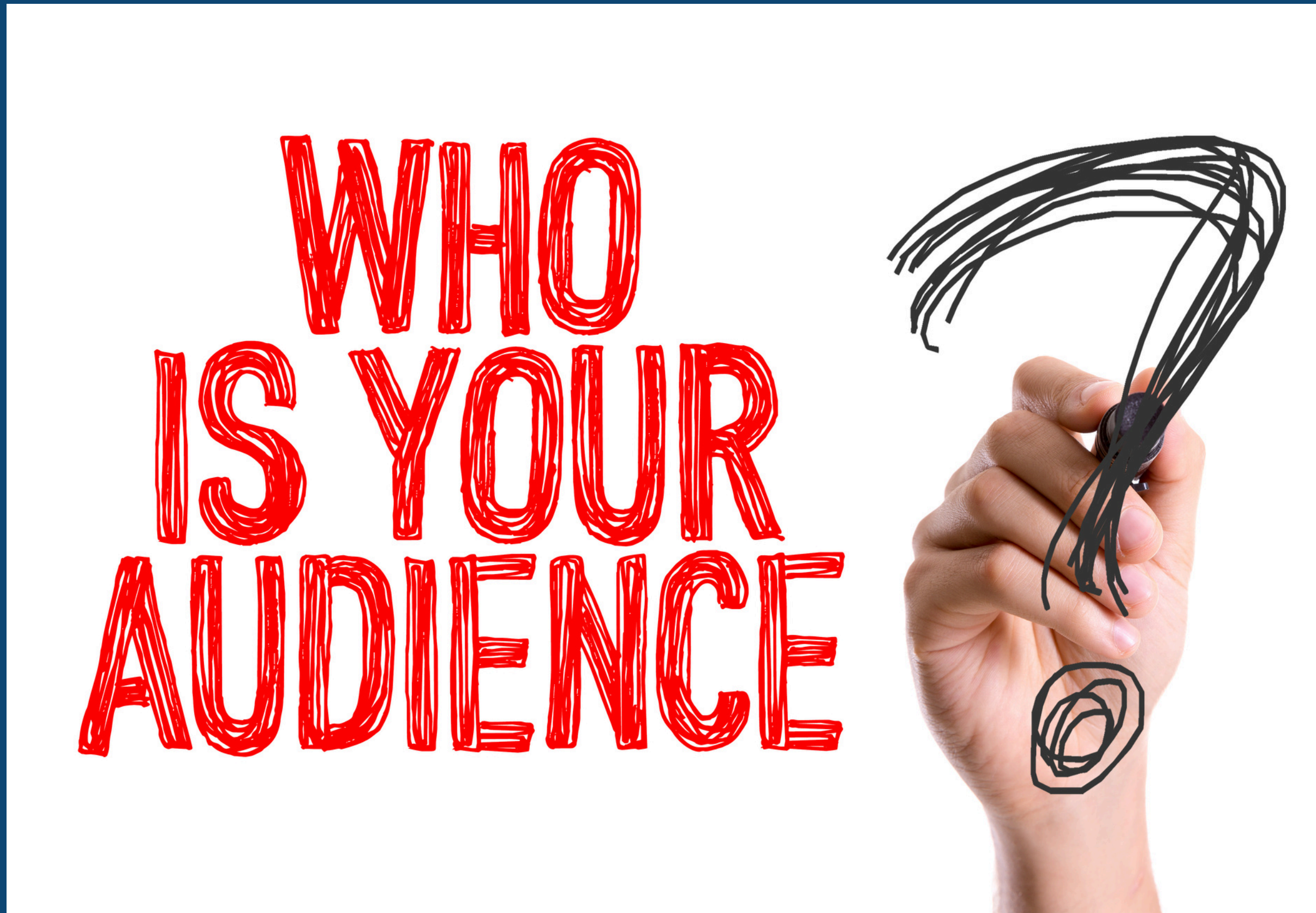
- Host a workplace giving event \$10K
- Auction off a full-page ad to advertisers who make a donation.
- Secure silent auction donations for fall event.

Objective: Raise \$20,000 in individual fundraising in 2025.

Key Results:

- Send an End of Year appeal to subscribers and advertisers with a goal of raising \$5K
- By 10/15: Find a matching donor for the end of year appeal at \$5K
- Raise \$1K per month via individual outreach

OBJECTIVE: HOST A FALL FUNDRAISER WITH A \$25K GOAL.



2. DEFINE YOUR STRATEGIES

HOST A FALL EVENT/FUNDRAISER WITH A \$20K GOAL.

- Host on Labor Day weekend to take advantage of busy the tourist weekend.
- Secure donated prizes for the contest by asking local businesses.
- Create a timeline and assign responsibilities.
- Sell team registration for the competition online. Offer early bird, low-cost.
- Secure a title sponsor, and smaller level sponsorships.
- Sell booth space to local businesses.
- Onsite, sell food, merch, and host an auction for additional funds.
- Promote all summer.

FISHING TOURNAMENT



THE BASICS

START WITH THE DETAILS

Who: How can you engage fishing enthusiasts? Find one to help you pioneer this fundraiser and form a planning team/committee.

What: Outline the rules for participation, including the number of team members, types of lure or bait allowed, how fish will be counted or weighed, how many lines in the water, etc...

When: Choose a date and time.

Where: On a lake, at a reservoir, down a river or stream, or the ocean? Reach out to the local government to find out what you need for a permit.

MAKE A PLAN

Set your fundraising goal so that you can determine what your entry fee will be and how many participants and partners you want to start to engage. Secure prizes to help encourage participation.

Work with our team to set up a registration website, create collateral, and alert local media.

HOST THE TOURNAMENT

Share the clear rules, regulations, times and information with your volunteers and attendees. Have fun and take pictures!

HOW TO RAISE MONEY:

- Participation Fees
- Sponsors
- Silent Auction with Fishing Gear
- Onsite Food/Beverages
- Other activities



Search fishing tournaments in your area for ideas and tips.

2. Define Your Strategies

Objective: Raise \$20,000 in individual fundraising in 2025.

- Make it easy to give online.
- Passive and active asks.
- Offer chance to add on to monthly subscription.
- Craft the story of why you are fundraising and what you will do with the dollars.
- Send two snail mail letter annually
- Ask your network to host a lunch or dinner for you.
- Talk to your audience.



Ask

CRAFTING YOUR APPEAL

1. Hook the reader immediately with a strong opening.
2. A Clear Statement of the Problem
3. Explain why support is needed right now & what their donation will achieve.
4. A Strong & Direct Ask -
5. Be specific about how much you need and how to give.
6. A Sense of Urgency, Use time-sensitive language:
7. A Clear & Easy Call to Action
8. Provide multiple ways to donate:
9. A Grateful & Positive Closing

EXAMPLE

What was the top headline in 1944 when Melissa's Morning News first joined what was then just a township? "Governor Thye to Visit Area" Newspapers like ours, with history and relevance, are disappearing, but with your support, we can keep telling the stories that matter most in Mission Bay.

What would our community look like without local news? Unfortunately, that's a real possibility. With declining ad revenue and rising costs, independent newsrooms across the country are struggling. Yet, our work—telling community stories, and reporting on critical issues—has never been more essential.

Your gift of \$50, \$100, or any amount helps fund sustain our newsroom, and ensure our community stays informed. Every contribution makes a difference. You can make your gift at [link] or by mailing a check to [address].

We need to raise \$30,000 by the end of the year to keep critical stories coming.

We have been a part of this community for 81 years and appreciate you welcoming us on your doorsteps and in your inbox. Together, we can make sure our community stays informed. Thank you for believing in the power of local news!

"Hi , John

Thank you for being a loyal subscriber. As you know, local news is essential to keeping our community connected.

Unfortunately, newspapers everywhere are struggling, and we're working hard to ensure that Melissa's Morning News doesn't meet the fate of so many others.

Would you consider making a gift of \$50, \$100, or any amount that feels right? Every dollar helps fund in-depth reporting, and the stories that matter most to our community.

You can donate easily at melissasmorningnews.com. Watch for upcoming details on our Fishing Contest coming this fall.

Thank you for believing in the power of local news!

2. DEFINE YOUR STRATEGIES

Objective: Raise \$30,000 in corporate fundraising.

- Secure a week to host a fundraiser at a local company and recruit some internal volunteers to plan onsite fundraisers like raffle a prime parking space, etc..
- Ask a leader in local business to match donations at the workplace fundraiser.
- Ask local business to make a \$200 donation to be entered to win a full page ad.



Melissa's Morning News



Melissa's Morning News Fundraising plan

- Objective: Host a fall fundraiser with a \$25K goal.
- Objective: Raise \$20,000 in individual fundraising in 2025.
- Objective: Raise \$30,000 in corporate fundraising.

Strategies

Fishing Contest	Annual Appeal Letter	Subscriber Giving	Corporate RaUle	Corporate Fundraiser
25,000	10,000	10,000	15,000	15,000

Budget

	Revenue	Expense

Calendar

Q1	Update website with giving information. Secure workplace giving site and committee. Secure event sponsors and donors. Recruit event planning committee - ask local students to help.
Q2	Mail Summer Newsletter With Event and Donation Information Workplace Giving Campaign Week Fill in event vendors and booths. Finalize Event Details Email advertisers about donation/ad space raUle
Q3	Host Fishing Contest Craft Annual Appeal Letter Post Full Page About Fishing Contest
Q4	Send Email for Giving Tuesday Mail Year End Appeal