



On Think Tanks

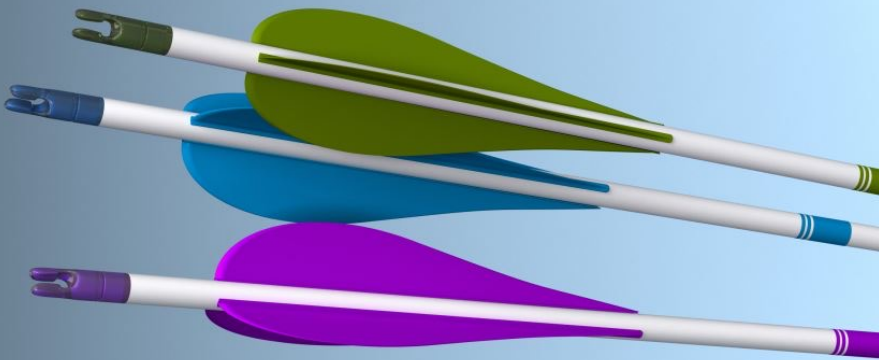
Strategic Fundraising

How to build a case for support
and resource your mission

Sarah Savoy

Agenda

- What is Fundraising
- Defining your Mission and Vision
- Case Statement Exercise
- Donor Identification and Alignment



What is Fundraising?





Communicating Your Impact

- Your ***Theory of Change*** is how you create change. It connects your activities to your outcomes.
- A ***Logic Model*** is a tool to outline and demonstrate your theory of change succinctly.
- A ***Case Statement*** is an overview of your program's mission and is generally based around your theory of change.

Logic Model – Outlining your Theory of Change



Inputs



Activities



Outputs



Outcomes



Impact



Case for Support

- What problem are you trying to ***solve***?
And why is it ***important***?
- How do you go about trying to solve that problem? What is your ***approach***?
- How do you think about your ***impact***?
- How is that ***different*** from your peers?



ACTIVITY 1a – Problem Statement

#1 Define the Problem: What is the problem you are attempting to solve?

Guidance: Broadly defined. Think about the long-term.

#2 Articulate relevance: Why is this important?

Guidance: Think about your audience.



ACTIVITY 1b – Impact

#3 Outcomes: Long-term impact: What change are you trying to make in the world?

Guidance: need not address the entirety of the problem.

#4 Outcomes: Near-term results: The first step changes that make your big change possible?

Guidance: Think about what could plausibly happen within a grant period or 1-5 years. Timescale may vary depending on the change you are trying to make.



ACTIVITY 2 – Approach

#1 Activities and Outputs: What are you doing/creating to work toward your goal/outcome?

Guidance: Think about your general approach (convening, expertise, policy development) AND what are the specific (often grant-funded) activities/projects you are undertaking in support of the overall mission and goal of your program?



Break



Finding your Donors

- Build a Profile
- Analyze the Landscape
- Prospect among Peers
- Assess Alignment
- Plan for Cultivation



Cultivation

- Reach Out
- Emphasize Shared Goals
- Engage
- Follow-up

Questions?

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