



Dear colleagues,

As many of you know, we just completed the Whitney M. Young, Jr., Leadership Development Conference in New York. Your dedication to The Movement and passion for improving the communities that your Affiliate serves continues to amaze me. Thank you for your commitment to working together so we can fight the inequality that continues to affect our country. One of the sessions that we offered during the conference focused on strategies to maximize your fundraising potential, particularly when it comes to unrestricted giving. Please review some tips about transforming your fundraising methods.

- Dennis G. Serrette

Senior Vice President, Partnerships and Advancement



Fund Raising: Building Unrestricted Support

Unrestricted funds, sometimes called undesignated funds, are monies that can be used for anything that the organization does within its mission. These kind of funds offer incredible flexibility to an organization; however, they can be very difficult to raise because the donor often wants to know how exactly their gift is being used. Remember that donors are simply human, so their decisions to donate are emotional and action-oriented. When raising unrestricted funds, it's important to focus on the messaging. Three elements to consider to help increase your unrestricted potential are the following points:

- **SET THE CONTEXT:** Be specific without being too general. Demonstrate the impact of your donor's gift by showing them how their gift is being used through a story or data.
- **WIDEN THE ASK:** Ensure that the donor understands their gift is being used for more than a single-focus purpose. Use broader institutional language, such as "...other projects..." or "...and other services..."
- **ATTACH A MILESTONE:** Whether an anniversary, special event, or fundraising benchmark, milestones can help provide a concrete purpose for their gift and encourages their decision.

Leading the Change

Fundraising is transactional. Philanthropy is transformational. Shifting your mindset around the mechanics behind raising funds can help when facing challenges. Ensure there is an understanding that development work is the entire organization and board's responsibility and that donors are viewed as stakeholders instead of "investors." How can you best support your Affiliate and ultimately your community through Philanthropy?

CLOSER

Secures Gifts
Asks for Money

CONNECTOR

Opens Doors
Makes Introductions

CHAMPION

Shares Org Story
Serves as an
Ambassador

CARETAKER

Thanks Donors
Builds Donor
Relationships

[Simple Year End Fundraising Guide](#)



Having trouble finding what you're looking for?

Call the **Project Rock** hotline for help at

212-558-5309.



Elements for Running a Successful Fundraising Event

There are several variables in executing a successful fundraising event, including operations, approach, and methodology. Best practices that are consistently implemented throughout the phases of planning and then conducting the event will ensure your success. We are approaching the season where many Affiliates host the Equal Opportunity Dinner. This event is a tremendous opportunity to raise significant funds, engage prospective donors, steward current donors, and promote the NUL brand; therefore, it is paramount that the details involved in planning and executing the event are well thought out. While the below points focus on a Fundraising Dinner, such as EOD, they are transferrable to a campaign, major gift request, or other significant fundraising activity.

1. **Develop an Event Committee** to divide responsibilities among the team, collaborate together on the objectives of the event and discuss the resources available to spearhead the event.
2. **Maintain Structure and Accountability** by having weekly internal meetings, weekly conference calls with the Dinner Committee; and through fundraising benchmarks and deadlines throughout the lead-up to the Dinner.
3. **Ensure Diligence in Identifying Sources of Support** by reviewing lists of past dinner supporters across constituencies, top vendors, top businesses, banks, universities, hospitals, etc.
4. **Sustain Consistent and Tenacious Outreach** to past and potential supporters by phone and in person to share a strong message of the importance of the dinner and encourage support.
5. **Establish Early and Frequent Communication** both internally, through weekly updates to the Dinner Committee, and externally, to potential supporters through means such as the pre-sale letter sent to past attendees.
6. **Recognize the Dinner as an Institutional Priority** through discussion at Board meetings, Executive Team meetings, and through engagement of VPs and Affiliates in vendor outreach.
7. **Follow Up with a Cohesive Message of Gratitude** shared both before and during the dinner with Board members, Dinner Committee members, and dinner attendees that not only facilitated cooperation through fundraising for the 2019 dinner, but also created a strong foundation for future fundraising efforts.
8. **Maintain Engagement** with the dinner attendees and anyone else who was part of the event by adding them to any updates you share with your community through Newsletters or Email blasts, and invite them to future events.

#GIVING
TUESDAY
December 3

Don't forget Giving Tuesday is on December 3, 2019. A Giving Tuesday strategy is included within the Project Rock [Simple Year-End Giving Guide](#) and a sample e-blast series with recommendations for email objectives, audiences, segmentation, ask amounts, and even sample email content, can be found on the Project Rock Toolkit. View the customizable e-blast series here:

[#GivingTuesday Promotion Email Series](#)