



**The PFLAG Fundraising Strategy Worksheet
and resources for online funding**

Background:
For many people, the thought of asking for money is a difficult one. There’s a lot of discomfort around “making the ask” for many some, but often the way to move past this fear is to rethink the fundraising process and establish some clarity about your goals so requesting support becomes easier – and your requests become more effective!
Use this worksheet as a starting point for developing a basic fundraising strategy with your chapter.

The 5 Steps to Creating a Basic Fundraising Plan



Step One: Establish your goals.

In other words, what will your fundraising be used for? Chapter operations? Purchasing new materials? Creating new resources? Paying for participation in events? Training people? Be able to communicate what the money someone contributes is going to do. Be specific – people like knowing how their money is helping create change.

Step Two: Identify possible sources of support.

Remember the biggest fact of all – *people give to people*. In other words, in most cases, the largest proportion of support comes from individual donations. Think about where your opportunities to ask individuals lie: chapter membership drives, conversations with people, asking people who you know from coalition work, friends, family, etc. After that, think about the other possible sources that are accessible to you – foundations (grants), local businesses, special events, and sales. Remember to consider the cost of the ask (for example, the cost of doing an event vs. what will be brought in) when you consider the best option for your chapter.

Step three: Make a plan and do the ask!

Here are some issues to address as part of this step:

- **Develop a budget for your ask** – Will it require materials (envelopes, letters, postage, internet, phone etc.)? Will it require you paying for event space?
- **Plan and make the ask** – How will you be sure that everyone in your chapter understands the plan, feels part of what is going to happen, and is confident that he or she has what they need to be part of the effort (e.g., talking points to guide them in their conversations)? Have you provided people with some advice for when they hit hard questions or pushback? Be ready with answers to these questions.
- **Prepare yourself** – Do some homework on the people you’ll ask for support. How can you make your pitch to them personal and effective? For example, how could you use the common ground of parenthood to appeal to someone for their support?

Step Four: Follow up.

How are you going to acknowledge people's contributions? How will you let them know what their support has helped the chapter accomplish? How can you use the momentum you gained to help your future efforts?

Step Five: Evaluate and plan for the future.

Do a check on how you did. Did you make your goals? Did people feel prepared? Were there things you can do better next time? Collect feedback as it comes and use it to develop your next strategy!

Online Giving Sites:

Causes.com (<https://www.causes.com>): Causes is the place to discover, support and organize campaigns, fundraisers, and petitions around the issues that impact you and your community.

FirstGiving (www.firstgiving.com): FirstGiving is dedicated to one purpose: Empowering passionate nonprofit supporters to raise more money than they ever thought possible for the causes they care about.

JustGive (<https://www.justgive.org/>): Fundraising resources for nonprofits that offer more convenient ways to reach potential donors.

Crowdrise (www.crowdrise.com): For profit e-commerce company website that uses crowdsourcing to raise charitable donations.

FundRazr (<https://fundrazr.com>): Canadian crowdfunding site and Facebook app first released in 2009 that allows users to set up crowdfunding pages and/or embed fundraising apps on their Facebook pages to raise money.

Qgiv (www.qgiv.com): Website and mobile giving capabilities to engage philanthropists.

Network for Good (<http://www1.networkforgood.org>): Online fundraising platform for charities and nonprofit organizations. The company was founded in 2001 by America Online, Cisco Systems and Yahoo! and has processed over \$1 billion in donations since inception.

GiveZooks (<https://www.givezooks.com>): Makes it easy for nonprofits to put their fundraising efforts online and promote them through social media channels and process donations.

Razoo (www.razoo.com): Website to support creation of online fundraising campaigns.

GivLet (<https://www.givlet.org>): Web-based tools you need to create an amazing experience for donors that can be used directly on your website, e-mail campaign, or social media.

StayClassy (<https://www.stayclassy.org>): Helping nonprofit leaders build successful online fundraising programs & increase their overall impact.

Foundation Resources:

The Foundation Center (www.foundationcenter.org): Established in 1956 and today supported by close to 550 foundations, the Foundation Center is the leading source of information about philanthropy worldwide.