



Fundraising Sustainability

Finding and Ensuring the Right Fundraising Mix to Propel Your Mission

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What we will cover today:

- Evaluating the repeatability and predictability of your income streams
- Finding ways to mitigate risks in your income streams
- Identifying less effective funding strategies that are draining resources
- Leveraging strengths to uncover new funding opportunities

Keeping in mind ...

Our call is to faithfully steward:

**The ministry
entrusted to us;**

“Moreover, it is required of stewards that they be found faithful.”

- 1 Corinthians 4:2 (ESV)

**The people God
sends us;**

“And let us consider how we may spur one another on toward love and good deeds.”

- Hebrews 10:24 (NIV)

**And, the time,
talent and treasure
they invest.**

“As each has received a gift, use it to serve one another, as good stewards of God’s varied grace.”

- 1 Peter 4:10 (ESV)

Faithfully stewarding looks like: Thinking sustainably and acting strategically



Fundraising based on a strategic plan



Focusing on fundraising strategies that provide the most predictable, repeatable funds



Viewing every fundraising activity through a cost/benefit lens

“Commit your work to the Lord, and your plans will be established.”

- Proverbs 16:3 (ESV)

Thinking sustainably

Thinking sustainably: How do you raise money today?

- Individual donor relationships
- Grants
- Events
- Direct mail/email
- Digital/social
- Other?

Thinking sustainably:

For each activity, ask...

- How predictable are the funds raised?
- Are key relationships or connections dependent on a single person?
- Which gifts are repeatable, year after year?
- Is our success in this activity dependent on one or two donors?
- To what degree is securing these funds in our control?
- Do we have to do something new (new program, building, etc.) to get these funds?

Activity 1: Thinking sustainably

➔ **Part 1:** Write down each type of fundraising activity you do (think categories, not individual strategies)

➔ **Part 2:** Consider the current sustainability of each activity and circle appropriate number

➔ **Then,** reflect on what you notice. What could you do to strengthen the sustainability of current activities?

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Activity 1: Thinking sustainably, by fundraising activity

Part 1: What activities do we do to raise funds?
Instructions: List each type of fundraising activity you do.
Hint: think categories, not individual strategies (i.e. events, direct mail, email solicitations, one-on-one relationships, grant proposals, etc.)

	Fundraising activity
	ex. Child sponsorship
1.	
2.	
3.	
4.	
5.	
6.	
7.	

Part 2: How sustainable is this activity?
Instructions: Consider the sustainability of each fundraising activity from Part 1 and circle the number that best reflects how repeatable and predictable it is for your organization (1 = not sustainable, 5 = totally reliable). Think about whether the gifts from that activity are: repeatable, predictable, not reliant on 1-2 people/gifts, not dependent on a donor relationship with single staff member or volunteer, and not

	Not sustainable (one-time gifts)		↔	Predictable/reliable		
	1	2		3	4	5
						5
1.	1	2		3	4	5
2.	1	2		3	4	5
3.	1	2		3	4	5
4.	1	2		3	4	5
5.	1	2		3	4	5
6.	1	2		3	4	5
7.	1	2		3	4	5

Reflections: What do you notice? What could you do to strengthen the sustainability of current fundraising activities?

Acting strategically

Acting strategically: Time for P.I.E.S.

P

PRESERVE: What do we need to keep doing?

I

INCREASE: What do we need to do more of?

E

EXPAND: What do we need to start doing?

S

STOP: What do we need to consider stopping or doing less of?

Activity 2: Acting strategically

- ➔ Reflect on responses in Activity 1
- ➔ Consider effort required for the team for each activity (think cost/benefit)
- ➔ Determine what you could Preserve, Increase, Expand, and Stop

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Activity 2: Acting strategically, with P.I.E.S.

Instructions: Reflecting on your responses in Activity 1: Thinking Sustainably, and considering the effort required of your team for each fundraising activity, determine what you could Preserve, then Increase, then Expand, and then Stop.

1. **Preserve:** What do we need to keep doing?

2. **Increase:** What do we need to do more of? Where is there potential for increasing?

3. **Expand:** What do we need to start doing?

4. **Stop:** What do we need to consider stopping or doing less of?



Open Discussion/Q & A



Thank you for attending
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