



Steps to Gain Access to Unrestricted Funding

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Steps to Gain Access to Unrestricted Funding

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The Basics of Funding

“Restricted” Funds

- Restricted Funds are monies donated or given to an organization for a specific purpose. (i.e. an individual donates and has designated the money to be given to buy a van for the organization)

“Unrestricted” Funds

- Unrestricted funds is any donation or financial contribution which is given to an organization which is not designated at the time it is given.

Restricted Funds

- There are two types of restricted funds:
 - Temporary Restriction
 - Permanent Restriction

Temporarily Restricted Funds have a time specified to be used by an organization or non-profit and upon expiration of this timeframe. For example, a scholarship or specific project.

Permanent Restriction does not ever expire. The interest from these funds can be used and is often classified as an endowment.

What Are the Legal Obligations of a Restricted Gift?

- One reason to be entirely clear how a gift will be used when making a solicitation is that there is not only a moral obligation for nonprofits to honor a donor's wishes, they are also required by law to do so.
- If a donor **restricts a donation** to a particular purpose and the **nonprofit does not comply**, the donor can demand a refund. The donor can take legal action if needed and report the charity to the **Office of the Attorney General** in the state where the charity resides.

Unrestricted Funding

The purpose of our webinar today is discuss Unrestricted Funding

The topics discussed will include:

1. Ways to Raise Unrestricted Funding or “Fundraise”
2. How align with your organizational mission and purpose
3. How to strategically plan and obtain unrestricted funds in a positive way
4. Next steps in obtaining unrestricted funds

Just as a reminder...

Unrestricted Funding Is...

Money given to a non-profit organization by a donor that the organization is free to use as they see fit.

For example, when given a donation of unrestricted funds by an individual, a non-profit organization might allocate their use toward helping offset the organization's operating costs such as rent, labor costs and utility bills.¹

1. Source from www.BusinessDictionary.com: <http://www.businessdictionary.com/definition/unrestricted-funds.html#ixzz4oC4hqCNF>

Ways to Access Unrestricted Funding

Direct Mail/Email Blast
Request for Donations
Planned or Charitable Giving
Endowment
Annual Funds
Annual or Semi-Annual Events
Online Giving
Corporate Sponsorship
Partnerships & 3rd Party Contribution
Social Media (GoFundMe, Indiegogo etc.)
Grant Opportunities

Before discussing how...

- Let's discuss the importance of your mission is so important when planning for unrestricted funding...
- What is your Organizational Mission? Vision?
- What are your Organizational Goals? Objectives? Purpose?



#1: Organizational Mission/Vision:

- Why is knowing your organizational mission and vision is important??
- You may ask this but, it far more important than one would think...
- WHO that \$1 is coming from? Does their mission align with yours?

#2: Goals and Objectives

When looking for ANY type of funding you must plan but, it is important for every person who is assisting with obtaining funds to understand the organizational Goals and Objectives to discuss them with potential donors!



#3: Understand and Analyze

- What do you need unrestricted funding for?
- Are you a new organization? Is funding needed for new programs?
- Who provides similar services to you locally, regionally, state or nationally? (Are they a potential partner)
- Who is your audience? Who utilizes your services (or will in the future?)
- Is there a need to build awareness for your services, programs or organization?

Planning Checklist

- Step 1: Discuss and Create YOUR Story
- Step 2: Educate ALL involved
- Step 3: Understand Where You FIT
- Step 4: Create a specific budget and a fiscal goal
- Step 5: Create Marketing Pieces (Pre-create everything!)
- Step 6: Develop a Timeline, Goals, Milestones
- Step 7: Set up Specific Roles, Tasks and Database/Calendar
- Step 8: Set Debriefing Dates (Monthly, Quarterly, Annually, etc.)
- Step 9: Publicize the outcome

Step 1: YOUR Story

As a non-profit organization, program or project develops, each individual who assists in fundraising (restricted or unrestricted) **MUST** understand the story of **WHY** the organization, program, or project is in existence or coming to be...

ALL of your marketing or proposals should include insight into the story...

Step 2: Educate All Involved

- Educate EVERYONE who is involved in your organization, project for program including:
 - Board of Directors
 - Committees
 - Executive Director
 - Management of any type
 - Direct Staff
 - Volunteers
 - Direct Service or Potential Direct Service Recipients
 - General Public/Donors/Foundations/Corporations

Step 3: Understand Where YOU Fit

- In order to ask for funds, one must know where the organization/program FITS in the region and arena of services provided.
- This is where it is VERY important to complete a SWOT Analysis.

What is a SWOT Analysis?

SWOT Matrix

	HELPFUL (for your objective)	HARMFUL (for your objective)
INTERNAL (within organisation)	Strengths • • • • • • S	Weaknesses • • • • • • W
EXTERNAL (outside organisation)	Opportunities • • • • • • O	Threats • • • • • • T

SWOT Analysis stands for...

Strengths

Weaknesses

Opportunities

Threats

In order to build a strong plan with milestones and goals for fundraising and unrestricted funds there must be an understanding of the project, program, or organizational strengths, weaknesses, opportunities and threats (competition)

Access to a SWOT Analysis

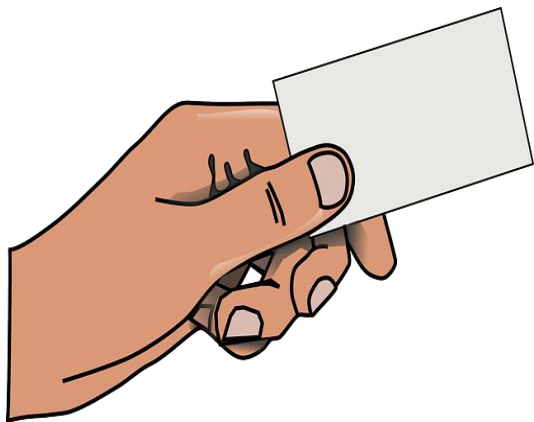
- There are many ways to complete a SWOT Analysis
- Websites Include:
 - <http://www.businessballs.com/swotanalysisfreetemplate.htm#swot-analysis-matrix> (SWOT Analysis included)
 - https://www.mindtools.com/pages/article/newTMC_05.htm (SWOT Analysis Included)
- Once you understand your POSITION then you can use it to explain who YOUR organization is and why you need unrestricted funds.

Step 4: Create a Budget and Fiscal Goal

- Now it is time to build an actual budget which includes EVERYTHING you need and a Fiscal Goal
- For example, if you are looking to create a new transportation program for a specific group of people, what will it take to create the program, hire drivers, buy and insure vans, and how do you plan to keep it running after you secure the funds to begin the program.
- Phase 1: Needs for funds to run the program?
- Phase 2: Sustainability?

Step 5: Pre-Create Marketing Pieces

- Create SIMPLE Marketing Options which open a space for a discussion (i.e. small handouts, email blasts, Social media posts, scripts, donation options, web presence, a bank account or budget line)



Donate Now!



What Ways Do You Want to Raise Funds?

- Online?
- Social Media?
- Donation Letter or Email Blast?
- In-Person?
- Fundraising Events?
- Third Party?
- Corporate Contributions?
- Foundation Contributions?
- Any or all of these have a different look... Audience is Key

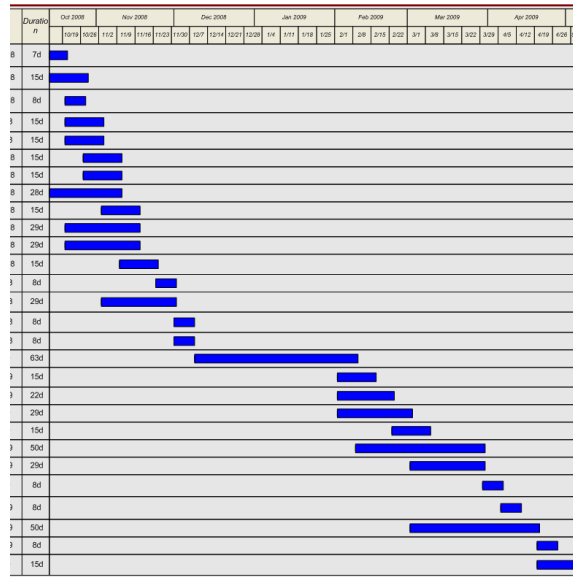
Corporate, Annual & Planned Giving

- In addition to the short term ways of raising unrestricted funds, most organizations do not set up ways for:
 - corporate entities to give throughout the year
 - Companies or Family Foundations to give annually
 - Endowment Funds
 - Planned Giving Options

These strategies offer different options for those who want to give but do not want to be bombarded multiple times a year

Step 6 & 7 Go Hand in Hand

- Setting up a Timeline and Milestones is VERY Important and A GANNT Chart offers you a way to measure several funding avenues at the same time.

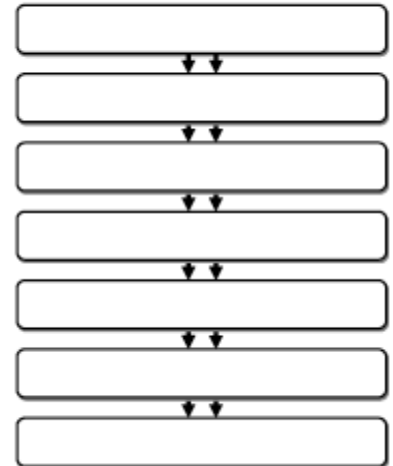


Timeline

Name: _____ Date: _____

Flow Chart

Directions: Chart the events that lead to others.



Setting Financial Goals according to Your Budget

If your project or program costs 60,000 to start or begin, then a financial goal would be \$60,000 with \$20,000 per quarter for three quarters or \$20,000 per 6 months to raise in 18 months.

Marketing these goals is important to help funders to know how they can help in achieving this goal.

Step 7: Who will handle the Tasks?

- As you create your plan and timeline, it is extremely important to assign and agree to tasks and set milestones (deadlines) so that each person involved knows and understands his/her tasks and goals.
- Measurement of obtaining these goals will help those considering new funding or contributions to see that goals are being met.
- In addition, ask contributors if public acknowledgment is approved (online, newsletter, at events etc.)

Step 8: Debriefing

- During the course of the timeline, it is important to have debriefing meetings with all involved to measure the goals and know if goals have been met or not and re-plan for anything that has not been met in the expected timeframe.
- Timeframes can be changed but, knowledge of the goals not being met is needed to overcome any barriers

Step 9: Publicize

- The public, potential funders, corporate funders and foundations educate themselves about potential philanthropic opportunities through one-on-one presentations and proposals AND public releases of information.
- Successes and project strategy /goals/timelines should be announced to the public via newspaper and forms of social media. Your organization can NEVER over publicize. If there is a NEED publicize it! If goals are met, publicize it!

Final Steps

- Choosing the best strategy for your manpower and audience...
- There are many ways to raise unrestricted funds as mentioned previously, but they are determined through the list discussed today AND the manpower needed to complete the goals and milestones.
- Create your checklist and plan according to YOUR goals and milestones, budgets and analysis.

Any Questions?

- Please use this time to ask any questions that you may have...
- If you have any questions or desire more information on anything specific details on anything we discussed,

Please feel free to email me at:

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