**Fundraising Plan**

Although fundraising activities exist, The Women’s Fund does not currently have a fundraising plan. This document will identify reasonable fundraising options for The Women’s Fund, explain the strategy and action steps needed to carry out the fundraising options, and list who is responsible for each. In addition, the plan will list the monetary goal for each effort, anticipated expenses, and the projected profit for each. This fundraising plan will significantly enhance the fundraising capability of this organization.

**Budget**

While the workers at The Women’s Fund are all volunteers, other costs impact the budget such as the costs of each fundraiser and the ten percent administrative fee payable to the Southfield Community Foundation (as stated above). The current budget goal is to have $10,000 available for the grants to be distributed to the various organizations. Administrative fees and costs for hosting events must be covered by the organization. These expenses are in addition to the $10,000 available for distribution.

As noted above, this fundraising plan will outline suggested strategies for raising additional funds; therefore, further details regarding fundraising goals, expenses, and profits are outlined in the diagram below.

**Fundraising Plan Diagram**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **The Women’s Fund Fundraising Plan, 2012 Operations** | | | | | | |
| **Constituency** | **Goal** | **Strategy & Action** | **Who Leads** | **When** | **Expenses** | **Profit** |
| **Individuals:** | **21,300** |  |  |  |  |  |
| Founders/Major Donors (66 living founders and 12 board members) ($250 or more) | 19,500  (78 at $250 average) | Founders are contacted directly (phone and/or in person) regarding donations. Efforts to inform founders of organizational activities are made regularly (electronic and printed newsletter four times per year, informative website, Facebook fan page, and direct mailing of annual report) | Fundraising committee to be established | All year (contact 6 to 10 members per month) | $1,950 (10 percent administrative fee payable to Southfield Community Foundation) ($50 approximate mailing fee for newsletter and $50 approximate mailing fee for annual report; $160 newsletter preparation fee [$40 each issue] covered by Southfield Community Foundation as part of 10 percent administrative fee) | $17,750 |
| Orchids/mid-level gift donors (12 new members with $150 requested) | 1,200 (ask 36 individuals to obtain 12 at $100 average) | Electronic and printed newsletter four times per year to inform of upcoming events and report on events that have occurred. | Volunteer staff | Electronic newsletter in February, May, August, and December. | $120 (10 percent administra- tive fee payable to Southfield Community Foundation) ($50 approximate mailing fee covered by Southfield Community Foundation as part of 10 percent administrative fee) | $1,080 |
| Carnations/ small level gifts donors (12 new members with $75 requested) | $600 (ask 36 individuals to obtain 12 at $50 average) | Electronic and printed newsletter four times per year to inform of upcoming events and report on events that have occurred. | Volunteer staff | Electronic newsletter in February, May, August, and December. | $60 (10 percent administra-tive fee payable to Southfield Community Foundation) $50 approximate mailing fee covered by Southfield Community Foundation as part of 10 percent administrative fee) | $540 |
| **Constituency** | **Goal** | **Strategy & Action** | **Who Leads** | **When** | **Expenses** | **Profit** |
| **Institutions:** | **$25,000** |  |  |  |  |  |
| DTE Foundation, 1 Energy Plaza, 1048 WBC, Detroit, MI 48226-1279 (313) 235-9271 Contact Karla Hall, V.P. and Secy. EIN 383549321 | $10,000 | Application necessary. List of requirements include: planned use of grant (education, etc.), target group (women), history, why this donor is selected and why they are appropriate for this project. Forms and a list of requirements are available from DTE. | A board member and hired grant writer | Quarterly deadlines. Next one available is April 11 to May 13 followed by July 11 to August 12. | $1,000 (10 percent administrative fee payable to Southfield Community Foundation)  $750 for a grant writer (cost may vary between $250 for a volunteer and $750 for a professional) | $8,250 |
| William and Sharon Hahn Foundation 500 S. Opdyka Rd., Pontiac, MI 48343-3186 (800) 251-9654 Sharon Hahn, Secy. EIN 383549321 | $10,000 | Private foundation willing to give for families and other human services. Focuses on domestic violence and women. Application form in developmental stage and letter and general application form acceptable. | A board member | No dates. Cover letter and general application to be prepared and sent as soon as possible. | $1,000 (10 percent administrative fee payable to Southfield Community Foundation) | $9,000 |
| Park West Charitable Foundation 29469 Northwestern Hwy., Southfield, MI 48034-1026 (800) 251-9654 Albert Scaglione, President | $5,000 | Park West can be solicited for grant money or for items for silent auctions at specific events. The organization focuses on women coming out of the foster care system and family services. | A board member | Allow 6 to 8 weeks decision time. If request is for artwork, allow 3 months before event. | $500 (10 percent administrative fee payable to Southfield Community Foundation) | $4,500 |
| **Constituency** | **Goal** | **Strategy & Action** | **Who Leads** | **When** | **Expenses** | **Profit** |
| **Events:** | **$22,400** |  |  |  |  |  |
| Annual Golf Outing | $17,500 ($7,500 from 100 participants at $75 each and $10,000 from 10 business sponsors at $1,000 each) | A sales committee handles all the financial planning and produces the funds for the project. An event committee plans the event, makes it run smoothly, and create an atmosphere where players will want to participate again in the future (see Appendix A). | Two board members to lead two committees (a sales committee and an event committee) with a minimum of six volunteers | June, July, or August 2013 | $1,750 (10 percent administrative fee payable to Southfield Community Foundation)  Water (7 cases of 48 or 366 bottles for golfers). Cost is $48.16. Two additional cases (96 bottles) for staff. Cost is $13.76  Catered food for players and staff ($10 per person for 100 players, 20 staff members, and 5 celebrities). Cost is $1,250.   Goody bags for 100 participants and 5 celebrities. Ideally cost $20 each but allow for up to $50 each. Cost between $2,200 and $5,250.  9 holes of golf for 100 participants and 5 celebrities at $17.50 per game. Cost is $1,837.50  Additional expenses ($100 for tickets, $500 for brochures, and $1400 for posters and other advertising). Cost is $2,000.  Total expenses = $12,149.42 | $5,350.58 |
| **Constituency** | **Goal** | **Strategy & Action** | **Who Leads** | **When** | **Expenses** | **Profit** |
| Annual Craft Show with a Silent Auction | $4,100 $2,500 ($50 each for space x 50 vendors). $800 (800 slices of pizza at $1 per slice). $800 for refreshment sales (400 pops at $1 each and 400 waters at $1 each) | An event committee handles advertising and publicizing the event, coordinates the space and refreshments, and ensures things run smoothly. | One board member leads event committee consisting of 4 individuals. | November 2012 | $410 (10 percent administrative fee payable to Southfield Community Foundation)  $500 for rental of a local church or school (perhaps another community organization could donate space)  $500 for cost of pizza (100 pizzas x $5 each).  Pop donated. Cost of water $14.  $400 for advertising (newspaper ad, posters for display at local businesses, seek free announcements in public broadcasting sector) | $2,276 |
| Bunko Event | $800  ($200 for each month held) | Card game night rotating between homes. Collect $10 a player/20 players, dish to pass, bring own soda/water to drink. Coffee/tea provided by host.  Not a big money maker but good for community involvement. | Board member and volunteer staff. | Monthly during winter months (December, January, February, March) | $80 (10 percent administrative fee payable to Southfield Community Foundation)  $200 for advertising (newspaper ad, posters for display at local businesses, seek free announcements in public broadcasting sector) | $520 |
| **Constituency** | **Goal** | **Strategy & Action** | **Who Leads** | **When** | **Expenses** | **Profit** |
| **Other:** | **$1,000** |  |  |  |  |  |
| NEW (Nonprofit Enterprise at Work) | Indirect | Utilize NEW as a resource to improve management and operations, and to seek solutions to issues facing The Women’s Fund. | Volunteer Staff | Ongoing | $10 donation | ($10) |
| Website Improvements | Indirect value (potential for $500 through online donations) | Collaborate with the Southfield Community Foundation and Rochester Hills Women’s fund to strategize improvements for The Women’s Fund website. Such improvements include accepting online donations, providing more information (being transparent) about the services offered to the community, and to promote individual and community involvement. | Board and volunteer staff (possibly create technology committee) | Ongoing monthly meetings | $50 (10 percent administrative fee payable to Southfield Community Foundation)  Potential costs for travel time and/or meeting space although virtual meetings or teleconference calls could be effective as well. | $450 |
| Facebook Fan Page | Indirect Value | Create and maintain a Facebook Fan Page (see Appendix B) | Volunteer Staff | Ongoing with regular posts (daily) | No cost | N/A |
| Quarterly Electronic Newsletter | Indirect value (potential for $500 through mailed in donations) | Electronic and printed newsletter four times per year to inform of upcoming events and report on events that have occurred. | Volunteer Staff | Electronic newsletter in February, May, August, and December. | $50 (10 percent administrative fee payable to Southfield Community Foundation) | $450 |
| **Total Profit for The Women’s Fund if Complete Plan is Implemented** | | | | | | **$50,156.58** |

**Rationale for Suggested Activities**

1. **Fundraising Strategy**

Fundraising requires using more than one strategy, and the first goal is for The Women’s Fund to develop relationships with their donors (Kline, 2007). The first step, then, is to expand the donor base and build relationships with the newer donors. This can result in adding to the volunteer base and eventually to some of these donors becoming founding members for The Women’s Fund.

The Major Donor level is comprised of founding members who are not active or have not finished paying their membership. It is recommended that members who are not active be asked for additional funds of $250.

The next level is the Mid-Level gifts. Individuals in this category are not founders but those willing to donate to the cause and who have shown interest in the organization. By asking these donors for a smaller level of giving, The Women’s Fund can start to develop a relationship with them. Including these members in quarterly newsletters shows them that they are important to the organization and keeps them informed of any events planned and the results of past events. Letting them know where the monies are used and who the beneficiaries of their generosity are helps to keep them interested and willing to help even more.

The final level is the Small Gift level. These individuals generally do not start with large gifts but are known for their desire to help others. With the same strategies in place as with the mid-level donor, The Women’s Fund can foster these relationships so that the group feels a part of the organization, perhaps willing to volunteer to help with events. This will slowly build into a stronger donor base, helping assure The Women’s Fund with a better cash flow. After the first year, with the help of the quarterly newsletter, the donors will hopefully not only donate again but at a higher level. Over time, these donors could also become founding members if the relationship built with them is solid, and they see the results of their efforts serving even more people in the community.

In addition to a monetary donation, request time from these individuals. This will promote more involvement and ensure a greater level of contribution to the organization.

1. **Grants and Events**

The three grants listed serve the needs of The Women’s Fund and could increase the fund’s ability to provide funds to other projects of importance. The NEW (Nonprofit Enterprise at Work) organization offers access to a grant database. This is a service open to all nonprofits and while it is free, NEW does ask for a $10 donation to help maintain their facilities. The first grant is from DTE (DTE Energy Company). DTE provides funds for the education and empowerment of women. The second fund is from the William and Sharon Hahn Foundation. This foundation focuses on issues of family and human services and domestic violence. The third source is the Park West Charitable Foundation. This organization works in two different ways. They offer grant money—especially for programs which aid young women coming out of the foster care system—but they also are willing to donate items, such as art work, for silent auctions. This organization donates internationally and has a strong donation history.

Events include an annual golf outing in the spring, an annual craft show with a silent auction in the fall, and a bunko event every month during the winter months.

**III. Others**

Website improvements, creating and maintaining a Facebook Fan Page, and distributing a quarterly newsletter may not bring in money to the organization initially. However, making these improvements and using social media tools to create community connections will significantly increase public awareness of The Women’s Fund, contribute to building a large donor base, and greatly assist in maintaining current donors. While the value of these endeavors is not easily measured, the impact can be quite significant. When the community better understands The Women’s Fund and what they do, the efforts of the organization will be embraced.

**Appendix A: Golf Outing Event**

* Begin event planning between six to twelve months from date selected.
* Connect with area golf courses to ascertain prices and potential discounts.
* Choose a weekday for hosting the event when the course is more readily available.
* Decide on the two committee members to work on this project. Two board members should head the committees with at least six individuals to work as part of each committee to avoid burnout on the project.
* Choose a computer software that will allow easy viewing and tracking of the event through the use of an online worksheet. There are many options that are free or low cost. Smartsheet offers a 30-day free trial and allows connection with all committee members if you choose. Another option is <http://golfreg.com> which allows users to track committees, sponsors, donations, and can allow for online registration.
* Sales committee: The sales committee handles all the financial planning and produces the funds for the project.
  + Handles advertising
  + Obtains donations and best cost items for the goody bags for players (look for things besides shirts, towels etc.)
  + Seeks hole sponsors
  + Finds silent auction items (golf related)
  + Secures food and drink donations
  + Secures raffle items
  + Seeks the event sponsors
* Event committee: The event committee ensures everything runs smoothly and creates an atmosphere where players want to participate again.
  + Plans program
  + Handles contracts and suppliers
  + Seeks and signs up celebrities (look for women golf pro’s; Southfield Recreation and Education has at least one woman pro; check with some of the newer women on the LPGA tour seeking publicity)
  + Chooses the golf course (a member from each committee should be involved in this, and the budget needs to be planned with this in mind)
  + Volunteers
  + Handles cleanup
  + Hole marshals
  + Determines signage and placement on the course
  + Preps the goody bags
  + Seeks hosting celebrities (either from the local news or some of the nonprofits The Women’s Fund supports, the domestic violence group perhaps)
  + Handles publicity (part of using a news anchor as a local celebrity is better publicity of the event)
  + Secures speakers (local figures, again nonprofits you support, politicians)
  + Rents equipment as needed
  + Coordinates side bar events (is alcohol allowed?; if there is a Beer tent what other events are possible for additional fundraising? silent auction?, etc.)
  + Coordinate awards/thank you ceremony and small dessert reception at close of event
  + Ensure food/beverage options are available to players and spectators at a reasonable price
  + Liaison with the pro at the course
  + Process/pay all associated bills
  + Evaluate the success of the project and consider potential future improvements

Rather than have too many committees and a limited number of individuals working on the project, have a large committee where individuals can pick up the slack if needed.

When seeking event sponsors, consider banks, golf club makers (emphasize the women’s products, clubs, bags, shoes, clothes, and see if they will help with the gift donations for goody bags), and any businesses that can donate $1000 each.

A silent auction could be held at the same time. Items could be on display with bids placed in jars. Like with all generated income, ten percent of the money raised will go to the Southfield Community Foundation. The amount of profit is greatly dependent on the items collected for auction. If a surplus of items is donated, some items could be used as prizes.

**Appendix B: Facebook Fan Page**

The best way to promote an organization is through word of mouth. Having a Facebook Fan Page is a simple way to accomplish this, and it is free. A Fan Page allows an organization’s supporters to show they are fans and helps the page go viral. Unlike a website—where people must come to visit an organization—with social media sites like Facebook, people are already there. The organization is simply making itself known and gaining fans along the way.

To create a page, follow these steps:

* Click the “create a page” button and choose a classification (in this case organization).
* Choose the category/classification and fill in the organization name.
* Complete basic information (upload a photo that will serve as representation for the organization; The Women’s Fund logo would be ideal). Here, you will be prompted to invite friends but this should not be done until the content of the page is much more complete. Also add the organization’s website address and a brief bio.
* Fill the organization’s page by clicking on the “edit info” button.
* Play around, begin posting, and invite friends to your page.

For a page to be effective, status updates/posts need to be added on a regular basis (at least once per day). These posts set the tone of the organization and should correlate with how the organization operates. Posts can be about what the organization is doing, can be used to share news and upcoming events, can report on activities/events that have occurred, and can share documents and photos. A volunteer must be willing to post daily—although this task can be shared among multiple individuals. In addition, mobile phones can be set up to allow posts to the Fan Page through the phone, making the task quick and easy.

Having a Fan Page will help The Women’s Fund to tap into similar interest groups, collaborate, easily connect, and increase their level of volunteers and supporters. Many things can be done to optimize an organization’s Facebook presence. Numerous online resources provide step-by-step instructions for creating a page, tips for making the page effective, and best practices for nonprofit organizations. Search “create a Facebook Fan Page” to learn more.

**References**

Kline, K. (2007). *Fundraising for Social Change*, *5th Edition*, Jossy-Bass, San Francisco, CA. pg. 19.

The Women’s Fund, Southfield Community Foundation website. (2012). Available at [www.scfmi.org/womensfund.html](http://www.scfmi.org/womensfund.html).