**FUNDRAISING FOR A CHANGE**

**Fundraising is Tough Work... To improve**

**the odds of success, we recommend the**

**following tips:**

**Do some research**. Don’t send all

prospective funders a form letter. You

will be wasting time—not to mention

goodwill. Read up on a funder, their

criteria, the approval process, funding

available and application deadline.

Many have this information on their

web sites or company brochures.

Most are also quite specific about the

kinds of activities or groups they

won’t fund. Be sure to include all the

required information and to address

it to the right person.

**Pitch the idea** through a short letter

before devoting a lot of time to

developing a longer proposal that is

unlikely to be funded. This will save

time, if, for example, the organization

does not fund the kinds of activities

you are proposing or has no money

left to allocate. It may also help you

to be more creative and persuasive

when developing the full-length

proposal.

**Use your networks.** Many companies

consider individual employee

volunteer interests and

recommendations when making

funding decisions. Build relationships

with people in organizations that you

may be targeting for funding.

Whenever possible use your networks

to champion your idea or even to

make the initial pitch.

**Manage the funding relationship**

**carefully.** Relationships between

community groups and funders can

sometimes be soured by poor

communication and/or opposing,

unrealistic or unclear expectations.

Take the time to clarify roles and

responsibilities at key stages in your

fundraising campaign and project

implementation. Develop a mechanism

to resolve conflicts in case the project’s

integrity is ever threatened. Allocate

time to maintaining the lines of

communication and dealing with

problems as they arise.