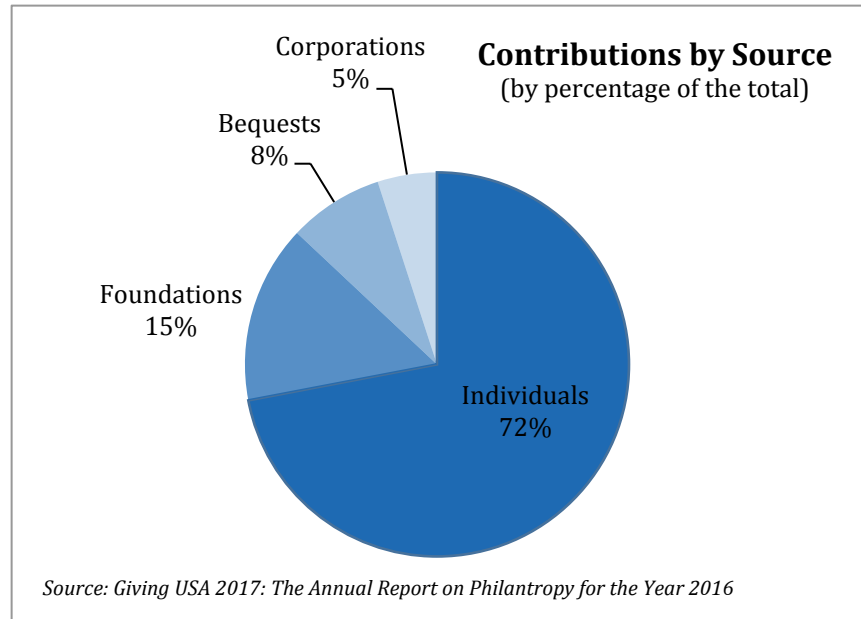


## Fundraising Playbook

In 2016, Americans gave over \$390 Billion to non-profit organizations and charitable causes. While there was an increase in corporate and foundation giving, an overwhelming percentage of funding came from individual donors supporting a wide range of organizations. The chart below represents the distribution of funding sources for non-profits nationwide.

With this information in mind, the NWBA is working to expand its individual donor programs and has invested in both an online fundraising tool, Salsa Engage, as well as expanding its event based fundraising with the Victory Tours in 2017 and the 2020 Vision Tours planned for the 2018-2019 fiscal years.



## Digital Fundraising

The emergence of online or digital fundraising has greatly changed fundraising in the philanthropy community and often times provide a low cost, consistent means for non-profit fundraising.

The NWBA has created opportunities for its members to not only help support the NWBA but also provides a platform for its members to capitalize on digital fundraising. The following describes how members can make the most of NWBA's peer to peer fundraising platforms.

### *Building your Team or Individual Page:*

Select your desired event. You can register to sign up for the 2018 Women's National Championship or the 2018 National Wheelchair Basketball Tournament.

The images below are using the NWBT event page, however the only difference between that and the Women's Event Page are event details and the registration types, Women's Tournament only has one option for registration.



**2018 National Wheelchair Basketball Tournament**  
Thursday, April 12, 2018  
Kentucky Exposition Center  
937 Phillips Lane Louisville, KY

Yes, I want to register as a fundraiser

Name	Price	Selected
Adult Division Team	\$0.00	<input checked="" type="radio"/>
Adult Division Team Registration		
Junior Division Team	\$0.00	<input type="radio"/>
Junior Division Team Registration		

Total: \$0.00

[Cancel](#) [Next](#)

a later time to link your social media accounts (Facebook and Twitter).

Once you have designated the type of team you are affiliated with you will be asked to create an account or link your Facebook account. If you choose not to link your account at this time but would like to raise funds on social media, you will have the opportunity at



**2018 National Wheelchair Basketball Tournament**  
Thursday, April 12, 2018  
Kentucky Exposition Center  
937 Phillips Lane Louisville, KY

We need some information from you to create your fundraiser.

[Continue with Facebook](#)

Or

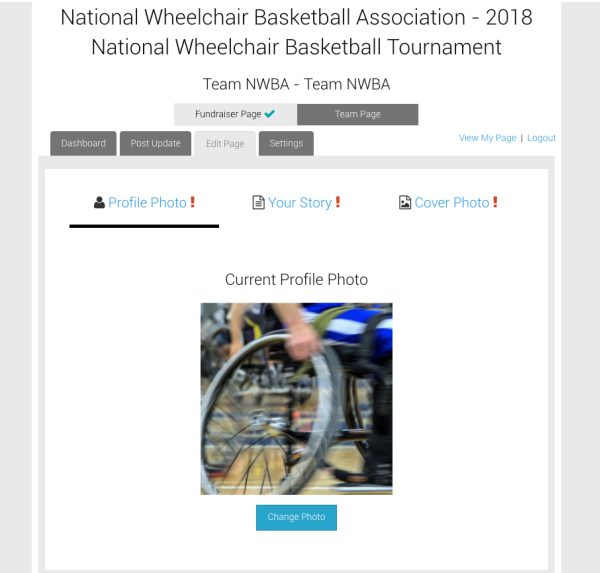
[Create an Account](#)

Have you previously created a fundraiser?  
If so, [click here to sign in.](#)

After creating your fundraising page you will be given the opportunity to customize your page with photos and personalized text that will replace the current default images and text on the page.

*Your Photos!*

You have the option to upload both a profile photo as well as a cover photo for your individual and team fundraising page. Show us your skills as a ball player. Highlight your team's favorite moments from tournaments this season.



## *Your Story!*

People give to organizations for two main reasons. 1) They know that an organization is important to you 2) You asked them to give.

When you are customizing your story, make it personal. Why is wheelchair basketball important to you? What are your favorite things about the sport? What's your favorite memories about your teammates or past tournaments?

Then sincerely ask people to give and support your journey.

Do the same for your team's page. Tell us what this tournament will do to teach, grow, and improve your team.

### National Wheelchair Basketball Association - 2018 National Wheelchair Basketball Tournament

Team NWBA - Team NWBA

Fundraiser Page

Team Page ✓

Dashboard

Team Members

Edit Page

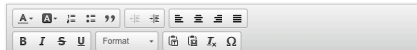
[View Team Page](#) | [Logout](#)

 Photo !

 About the Team !

 Cover Photo !

Tell people why you are helping to raise money for this cause and let them know what it means to you. Your objective is to inspire similar enthusiasm from supporters and to raise as much money as you can. Your story will be displayed on your personal/team page.



Thank you for considering supporting out team's efforts as we gear up for this year's NWBT!  
Donate today or join our team to help us meet our team's goal.

As mentioned before, you can link your Facebook and Twitter accounts directly on the set up page through the settings tab.

### National Wheelchair Basketball Association - 2018 National Wheelchair Basketball Tournament

Team NWBA - Team NWBA

Fundraiser Page ✓

Team Page

Dashboard

Post Update

Edit Page

Settings

[View My Page](#) | [Logout](#)

Welcome! You have signed up successfully.


#### Social Networks !

Connecting your social network accounts will allow you to easily share your fundraising page and post updates with your friends and family.

Facebook - No account connected!

 [Connect to Facebook](#)

Twitter - No account connected!

 [Connect to Twitter](#)

#### Mobile App !

Using the app, you can check your progress, ask for donations, and thank donors quickly and easily on the go. The app is free to download for Apple devices on iTunes as well as Android devices on Google Play.

Status: Never connected

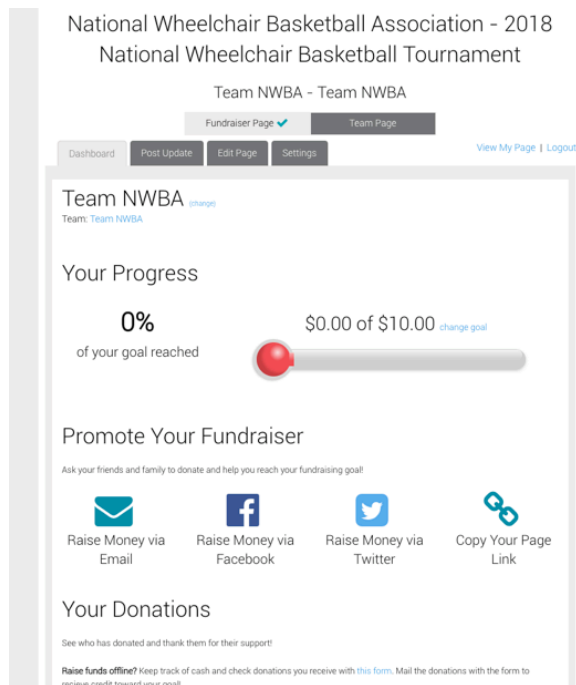




## *Get the word out!*

Once you are finished customizing your fundraising page it's time to share this information with your friends, family, and coworkers. On your fundraiser (and team) dashboard tab,

you will be able to send emails, create social media posts and even create a link for your website to share your efforts and updates with people in your network.



Similar to customizing your fundraising page, include personal stories and reasons why you play and support wheelchair basketball in your emails and social media posts. Ask people to not only give but join your team and help raise towards your team's goal.

This dashboard also allows you to track your progress to your goal. It even gives you an option to keep track of your fundraising offline in forms of cash and checks you may receive with your fundraiser. Salsa also offers a mobile app that allows you to track your progress, update your page, and fundraise from your device.

Make sure you thank your supporters. Fundraising is all about building

relationships and timely appreciation can go a long way.

## Fundraising Best Practices

*Create a fundraising plan.* You have a budget but do you have a plan to get you to your goal? By breaking town your sources of funding into their own revenue streams you are then able to track what programs are working and those that need your attention. A template fundraising plan can be found in the appendix of this document.

*Ask for a specific amount.* Often times, donors are unaware of what it costs to run a program. By asking for a specific amount, whether it is \$60 allows for an hour of court time for practice or \$250 allows for new jerseys for the team, this gives donors a tangible amount that reflects the mission of the organization.

*Develop a tracking system.* Knowing who your supporters are is critical to establishing long-term funding sources for your organization. This can be achieved many ways such as basic spreadsheets as well as more elaborate subscription databases. Tracking contact information, giving history, and biographical information can help an organization understand how donors respond to solicitations from your organization as well identify donors that are under utilized. A basic tracking template can be found in the appendix of this document.

*Thank your donors.* Fundraising is about building relationships and a simple, timely thank you for their support can go a long way. A template thank you can be found in the appendix

of this document however a simple handwritten note card or addition to a form letter shows the organization's appreciation.

*Ask again.* Supporters who have given in the past are 10 times more likely to give than a prospective donor. Remember that tracking system? By utilizing your tracking system, you immediately have a set of supporters that have already donated to you in the past.

Appendix I:  
Sample Finance Plan

Individual Fundraising															
Source	Q1 2018			Q2 2018			Q3 2018			Q4 2018			2018 Total		
	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received
Small Donor Email & Mail															
Small Donor Events															
Major Gift Donors															
Organization Fundraising															
Source	Q1 2018			Q2 2018			Q3 2018			Q4 2018			2018 Total		
	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received
General Program															
Event Sponsorship															
Total	Q1 2018			Q2 2018			Q3 2018			Q4 2018			2018 Total		
	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received	Goal	Pledged	Received

Notes:

- Your finance plan is only so good as your tracking mechanism. Make sure you are diligent with tracking and “sourcing” every incoming donation appropriately.
- Small Donors are typically donors that give gifts of \$200 or less. The most effective way to capture these donors are using digital, or online, campaigns, in house mail solicitations of past donors, and low cost events like pancake breakfasts and spaghetti feeds.
- Small Donors can become an important part of your finance plan, particularly those who make reoccurring donations and sign up to support the organization on a weekly, monthly, or quarterly basis.
- Major Gift Donors are those donors who give more than \$200 at a time. They often require more relationship building and time investment to secure donations. Creating a plan for donor engagement through newsletters and email updates can help keep these donors involved in your program.
- General Program support are classified as larger donations/grants that are applied for and awarded with the purpose of your organization’s operating budget. They often have specific goals or reporting requirements.
- Event Sponsorships are tied to sponsorship packages for tournaments and fundraising events.

Appendix II:  
*Template Donor Tracker*

First Name	Last Name	Address 1	Address 2	City	State	Zip	Employer Organization	Email	Home Phone	Work Phone	Cell Phone	Date of Donation	Amount of Donation	Source of Donation	Thank You sent?	Notes
John	Smith	123 Elm Street	Apt 2	Springville	CO	12345	Smith & Smith Law	john@smithlaw.com		(123) 456-7890		1/1/2010	\$500	Major Gift	Yes	Wife's name is Joan. Sent note about the Rio Paralympics on 9/12/16

Notes:

- Keeping your donor records up to date will only improve your donor relationships.

*Appendix III:*  
Sample Thank You Letter

TAX DEDUCTIBLE DONATION RECEIPT

[Date]

[Donor Name]  
[Donor Address]  
[Donor City, State Zip]

Dear [Donor Name],

Thank you for your recent donation of [Amount] to the [Organization Name] and the National Wheelchair Basketball Association for our 2018 Championship Campaign. Your generosity makes such a difference to organizations like ours.

[Organization Name] is a local affiliate of the National Wheelchair Basketball Association (NWBA) is a 501(c)(3) charitable organization [EIN: 36-2884730]. Your donation is tax deductible to the fullest extent of the law since no goods or services were provided in exchange for this donation. Please retain this receipt for end of year reporting of your gift.

Again, we greatly appreciate your support of wheelchair basketball nationwide and programs right here in [community name]

Thank you for your support.

[Fundraiser Name]  
[Organization Name]