20 FUNDRAISING IDEAS AND PITFALLS FOR HOUSING ORGANIZATIONS
Online Donations

- Online giving on website
- Encourage monthly pledge
Direct Mail

- Print Newsletters to DONORS only.
- Postcards for events or drives
Broadcast

• Radio Buy
Media relations

- TV, radio or print interviews
- Be the expert
Challenge gift/Matching gift
Partner with a business

- Donation for “likes”
- % of profits to donation
Crowdsourcing

- Kickstarter or GoFundMe-like (NOT for 501c3s)
- Classy, Razoo, etc.
- Be wary of Facebook

If you are going to dream, dream big
Board

• Thank you notes and calls
Board

- Coffee chats with donors
Board

• Porch Party
Events

- Solicit underwriters and Sponsors
Events

• Auction vs raffle
Events

• Pull Heartstrings
Events

- Media/Photos
Events

• Write thank-you notes or call major sponsors/donors
Pitfalls to Avoid!
You can’t be everything to everyone!
Unengaged board/volunteers

- Train them

- Ask them to give too
Avoid “PTO” fundraisers
Don’t assume someone else’s fundraiser will work for you
#1 Pitfall to Avoid!

What is #1 reason why people don’t give?
#1 Pitfall to Avoid!

What is #1 reason why people don’t give?

They aren’t asked!
THANK YOU!

402-416-8255
clover@cloverfrederick.com

www.CloverFrederick.com

Like me! Facebook.com/CloverOnAMission
On Twitter @cloverfrederick
On LinkedIn: search Clover Frederick