Making the Case for Your Program: How to Get Funding!

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Los Angeles, CA
➢ “Fundraising” is ongoing/always

➢ Effective fundraising is also good evaluation/program development

➢ Consider capacity-building needs

➢ Be honest about your strengths and weaknesses
What is your organization/program mission or goal

Who do you now serve?

Who would you like to serve?

What are your successes?
➢ What are your objectives?


➢ How will you achieve your objectives?

➢ How will you know you succeeded?
Direct services or systems/policy change?

Continuation or expansion?

Pilot/demonstration or documentation/evaluation?

Replication/dissemination or technical assistance?
- Federal government
- California state government
- Local government
- Foundations
- Employers
- Health professions
- Educational opportunity
- Workforce development
- Economic development
- Community/neighborhood development
- Youth leadership
- Inter-generational connections
- Equity and social justice (anti-poverty, immigrants, girls, LGBT, etc.)
- Do your research – guidelines, timelines, procedures
- Use the technical assistance offered
- Establish a relationship – it’s their job to respond/answer
- Ask others to share their successful proposals; share yours
Follow ALL the requirements

Use the rating/review criteria

Align objectives, activities and budget

Edit, proofread, double-check, re-read one more time!
- Individual donors
- Program participants
- Fundraising events
- You need a plan and realistic goals
- Diversify your sources!
Get your students/families involved in fundraising activities and decisions

Testimonials/stories are THE most effective fundraising tools you have

Create the documentation/record the testimonials now/continuously

Use multi-media/new media tools
The “elevator” or “cocktail party” pitch

- Focus, practice, refine
- Tell your story/tell A story
- Make the ask – what? how much?
Identify your capacity-building needs

Board and staff development, leadership and succession planning

How can you become sustainable?

Look for opportunities – funding AND in-kind help
Stay grounded in your roots

But be willing to branch out

Don’t chase the money

Don’t change your mission/values

Look for strategic partners
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