

fact

french american charitable trust

Towards a more just society



Fundraising Assistance Project Outcome Survey

Everyone, unless they have absolutely no money to give – which is not most people – if they value our work, it is a reasonable thing to ask them to give. They give to their church and other things they value. We've gone through a cultural shift internally with our organizers to see this as reasonable. They're almost disempowering people by not giving them that opportunity.

Our organizers have come to see that the tasks of organizing people and the tasks of organizing money are drawing on the same competencies.

It's one thing to report back to a foundation on a \$50,000 grant. We need and deeply appreciate that support. But it is another thing to report back to a member who reached into their pocket and gave us their last 10 dollars.

Stephen Fotopulos
Executive Director

Tennessee Immigrant & Refugee Rights Coalition

Tennessee Immigrant & Refugee Rights Coalition (TIRRC), based in Nashville, is one of the most diverse immigrant rights coalitions in the country. Operating for nearly a decade, it includes 1,500 individual members from throughout Tennessee, as well as 45 organizations representing over a dozen ethnic communities. Through leadership development, civic engagement, policy advocacy, political education and organizing – including youth organizing – TIRRC mobilizes immigrants and refugees to defend their rights. “We help them to see the common challenges facing all people who look or sound foreign born,” Stephen Fotopulos, Executive Director says. “We build a statewide voice.” TIRRC defeated an ‘English-only’ referendum by popular vote in 2009 and continues to use the relationships from that campaign to defeat similar legislation. “Unlike some other southern states, we’ve held the line on Arizona copycat bills in Tennessee.” TIRRC also facilitates dialogue in rural communities that are new to receiving immigrants and refugees, about the positive impacts of immigration. For more on TIRRC: <http://www.tnimmigrant.org>.

FAP 2010 Grant: \$40,000

With its \$40,000 FAP grant, TIRRC integrated fundraising responsibility throughout the organization in order to realign accountability to its base and strengthen its work overall. It also moved to a relationship-based approach to fundraising, enlisting allies as long-term donors.

Accomplishments

Shifted the Culture -Fundraising is Everyone’s Job: TIRRC engaged FACT’s Management Assistance Project (MAP) consultant, Kim Gilliam for staff training and coaching. Staff gained fundraising knowledge and tools, and recognized the connections to their work.

Adapted a Relationship-Based Model: TIRRC began an effort to recruit 50 donors as Movement Builders. These donors provide multi-year gifts based on ongoing relationships with TIRRC, not just because they attend special events.

Launched a Strengthened Major Donor Campaign: TRRC’s major donors fully sponsored the 2010 American Dream Awards Ceremony, for the first time.

Increased Development Staffing: TIRRC added staff to address gaps in marketing, prospecting and stewardship. This included one additional half-time position to focus on membership development and a more systematic approach to collecting member dues.

We realized that money from our supporters was money we were leaving on the table.

Just like it is important for members to have a financial stake, it's important for staff to have a meaningful connection to resource development.

The Impact of FAP Funding

I'm not sure we could have done any of this without the FAP grant. We might have gotten there eventually, but working with Kim Gilliam brought not only the benefit of his sophistication around fundraising, but also discipline. When we knew we had a call the next day with Kim, we had to prioritize this over other things we do.

TIRRC used FAP funds to engage its longtime MAP consultant, Mary Ochs in the fundraising plan.

With her experience in organizing, she could really help us make the connection between the organizing and fundraising.

Stephen Fotopulos
Executive Director

Upgraded the Board Fundraising Committee. TIRRC's Board strengthened the member leadership of this committee, with a workplan and a regular meeting schedule.

Secured New Foundation Funding Partners: TIRRC received a small 2010 grant from the Marguerite Casey Foundation that led to a substantial multi-year grant in 2011.

Used Grassroots Fundraising for Project Support: TIRRC's youth leaders, raised \$20,000 to send 550 people to a Washington DC rally for immigration reform.

Raised More Than Projected; Strengthened Reserves: TIRRC raised \$125,000 more overall than anticipated and built its reserves.

Reasons - *Why TIRRC chose this approach*

Grassroots Fundraising Sustains Accountability to the Base: TIRRC recognizes that while foundation partnerships will always be an important source of revenue, a robust, grassroots fundraising program not only supports financial stability, it creates another form of accountability to those directly affected by TIRRC's work.

Diversification Strengthens the Organization: With staff, board members and leaders trained to raise money from their communities, TIRRC engages potential new members, increases resources and builds community ownership of its work. Also, more staff members learn how to sustain a nonprofit and participate in budgeting decisions.

Visibility Leverages Long-Term Support: In building up its major donor program and emphasizing formal, long-term commitments, TIRRC capitalizes on its visibility as an effective advocate for diverse communities, and the network of supporters connected to its work.

Future - *How TIRRC integrates fundraising into the organization*

Setting Goals: Each staff person is responsible for raising \$1,000-\$5,000 annually, in member dues or other contributions.

Staying the Course: TIRRC continues to use and strengthen the tools and approach to fundraising developed with FAP support.

Training the Community: TIRRC is extending fundraising training opportunities to member leaders and member organizations.

Lessons

The Best Prospects are Already Engaged: TIRRC's best prospects are those who work with its advocacy team, value its expertise and are already invested in the cause.

Buy-in to Shared Responsibility Requires Sustained Support: The shift to seeing fundraising as everyone's job requires ongoing skill development and goal setting as well as designated fundraising staff.

Donor Cultivation Requires Time and Infrastructure: Successfully bringing in and sustaining individual donors requires many different components, including the practical need to find ways for others besides the Executive Director to share in cultivating those relationships.

FAP Outcomes TIRRC



	2010 goal	2010 actual outcome	2011 projected outcome
I. NEW DONATIONS			
New Donors (Individuals, Major Donors)	100 new donors \$50,000	80 new donors \$37,500	150 new donors \$50,000
Event Revenue	200 attendees \$10,000	150 attendees \$6,000	400 attendees \$40,000 (actual)
Total New Donations	250 new donations \$60,000	180 new donations \$45,000 Total includes donations to TIRRC's Movement Builders campaign, with 25 donors making multi-year gifts of \$500-1000 per year, plus over 100 donations under \$500.	200 new donations \$50,000 Total includes donations to TIRRC's Movement Builders campaign, with 40 donors making multi-year gifts of \$500-1000 per year, plus over 120 donations under \$500.
II. INCREASED OUTREACH			
New Members	150 new members 20% increase	60 new members 8 % increase	180 new members 20% Increase
New Donor Prospects (membership lists, social media contacts)	50 new prospects	35 new prospects	40 new prospects
III. INCREASED DEVELOPMENT CAPACITY			
New Staff Development Capacity			
New Dedicated Development Staff	1 new development staff	1 new development staff	0 new development staff
Total: Development/ Program /Other staff involved in development	8 staff total involved in development	12 staff total involved in development	15 staff total involved in development