

**French American Charitable Trust (FACT)  
Fundraising Assistance Project (FAP)**

**2011 recipients**

In 2011, FACT awarded a second round of 25 grants of \$35,000 each. Recipients of the 2010 grants were eligible to receive a second round of funding and all 10 of them did so.

**9 to 5, National Association of Working Women** Build base of donors and focus on non-foundation sources of income. **FAP recipient in 2010 and 2011**

- Acquire new donors increase the size of the gifts of existing donors
- Increase & improve use of technology & social networking
- Expand dues-paying base of low wage women
- Raise visibility, cultivate donors & earn funds through special events

**Asian Pacific Environmental Network** Engage APEN leaders, members, board & staff to raise the funds needed to reduce the group's dependence on foundation funding.

- Create Member Fundraising Committee
- Update curriculum for member training academy, & board & staff training
- Assign major donors to staff & board members with individualized plans for meeting goals

**Blue Green Alliance** Set up a Grassroots Activation Program with a series of electronic solicitations to targeted lists of union members & environmental supporters.

- Compile a list of 5,000 email addresses to start
- Raise \$15,000 in first year of program, which will become self-sustaining after the second year

**Causa Justa :: Just Cause** Build upon the first year of FAP by improving communication & collaboration between program & development activities & raise \$85,000 in grassroots donations. **FAP recipient in 2010 and 2011**

- Make Grassroots Fundraiser position a permanent part of staff structure
- Develop member fundraising skills as part of 10-week training series that explores the connection between movement building & resource generation
- Increase presence of fundraising in all aspects of the organization's work
- Strengthen grassroots fundraising activities

**Central Coast Alliance United for a Sustainable Economy** Raise \$146,000 in non-foundation revenue, strengthen current donor base & develop a grassroots, dues-paying membership base.

- Develop strategic communications with upgrade to website, online newsletter & database management
- Launch the first CAUSE membership program for grassroots members
- Expand board & staff giving campaign, & increase support from business, unions & community organizations

**Center on Policy Initiatives** Develop online strategy & coordinated structure to grow member list, involve more people in work & expand donor base.

- Design & implement system of online communications, fundraising & advocacy
- Expand staff skills & knowledge
- Increase size of email list & membership

**Communities for a Better Environment** Hire staff to implement a communications plan & maintain & coordinate an enhanced messaging, media & communications program.

- Integrate internal & external communications into program work
- Provide ongoing trainings for staff, board & members
- Fold fundraising & communications component into all campaigns

**East Bay Alliance for a Sustainable Economy** Implement a 5-year fundraising plan, build capacity for grassroots fundraising, & stabilize budget at \$1.3 million. **FAP recipient in 2010 and 2011**

- Increase the involvement of board & staff in grassroots fundraising program by conducting trainings & developing individual fundraising goals & workplans
- Connect fundraising goals to communication & program goals
- Increase annual event & individual gifts income

**Environmental Health Coalition** Increase staff capacity, encourage fundraising efforts by board, staff & members, increase non-grant income to at least 5% of budget by 2014.

- Recruit new donors through relationship building via community organizing, traditional & social media, events & targeted marketing strategies
- Increase communication with donors & potential donors
- Host appreciation events for donors & community members

**Florida Immigrant Coalition** Increase, diversify & strengthen grassroots fundraising program in terms of percentage of budget, amount of money raised & number of donors.

- Increase participation of board of directors in giving & in fundraising tasks
- Enhance communication within the organization on fund development
- Ongoing recruiting of fundraising volunteers & new sources of donors

**Interfaith Worker Justice** Expand base of individual donors & hire a part time staff member to do wealth research on prospective major donors.

- Engage senior staff & board involvement in fundraising
- Integrate donor database & policy database to ensure that donors & activists are all engaged on a regular basis
- Host 15<sup>th</sup> Anniversary Celebration, silent & online auctions, & one-on-one meetings

**Jobs with Justice** Lay the groundwork for a robust online fundraising program, increase capacity of national office & coalitions to raise money online, integrate e-fundraising into program, communications & capacity building activities.

- Plan & launch campaigns
- Increase functionality of donor database
- Share the knowledge gained with coalition members nationwide

**Kentuckians for the Commonwealth** Grassroots fundraising & member recruitment, integrate fundraising with program goals, re-align staff structure with program work. **FAP recipient in 2010 and 2011**

- Recruit an additional 150 leaders
- Refine communications program
- Test new grassroots fundraising strategies

**Los Angeles Alliance for a New Economy** Within two years, reach a membership of 1,000 activists that support programs, increase LAANE's exposure in the community & provide a diversified stream of support over the long term. **FAP recipient in 2010 and 2011**

- Create a 10 person membership committee who will recruit at least 20 members each
- Follow up by email with non-members who have attended LAANE events to invite them to join
- Hold quarterly happy hour meet-ups in West & Downtown LA

**Mujeres Unidas y Activas** Deepen the fundraising skills of members & staff, increase direct contact with donors, develop bi-monthly e-newsletter, conduct quarterly phone banks, & recruit new donors through a member to member donor drive. **FAP recipient in 2010 and 2011**

- Strengthen Staff & Board's involvement in fundraising
- Improve use of donor database, online communication & social media
- Cultivate member-to-member donors
- Revise & improve Spanish language grassroots fundraising curriculum
- Select 3 or 4 members as grassroots fundraising interns

**New Mexico Environmental Law Center** Implement "Centennial Campaign", strengthen relationships with donors & build capital necessary to hire & retain high-quality employees.

- Increase Board & Staff fundraising capacity
- Build & leverage foundation funding
- Improve donor communications, build new membership
- Strengthen major donor engagement
- Develop a planned giving program

**Oakland Rising** Hire a Director of Individual Donor Program, invest in improvements of technology & new media use, purchase subscription to donor research database & increase grassroots fundraising goal to \$30,000 in 2011. **FAP recipient in 2010 and 2011**

- Increase traffic to campaign websites where online donations can be made
- Implement email, website & event-based fundraising efforts that highlight programmatic work & promote individual giving
- Access untapped donors through a donor development plan with a major donor component

**Ohio Valley Environmental Coalition** Expand existing sustainer campaign & develop a Major Donor Drive. **FAP recipient in 2010 and 2011**

- Establish grassroots fundraising committee
- Build a web-based database to track fundraising & membership activities
- Secure funding from several new foundations
- Increase major donor fundraising

**Partnership for Working Families** Increase the amount of online donations & gifts from direct mail & events to 7% of budget within 3 years.

- Build communications, e-strategy & fundraising programs to create content, awareness & energy to mobilize current supporters & reach new ones
- Assist partner groups in their fundraising efforts & build synergies between local & national fundraising efforts

**Research Institute on Social & Economic Policy** Increase fundraising in a way that does not compete for funds with the grassroots groups RISEP exists to serve.

- Build up major donor base using research to document what matters to each potential donor
- Each RISEP researcher will be responsible for developing one to four relationships in the first year
- Train RISEP staff in fundraising skills

**SouthWest Organizing Project** Increase grassroots fundraising capacity to 20% of budget by 2013 using a variety of earned income & individual donor strategies.

- Earned income projects include book sales, an online store, & technical assistance services
- Grow individual donations through efforts by all staff in all program areas

**Statewide Organizing for Community Empowerment** Develop & expand small-donor grassroots fundraising program, recruit & maintain new, diverse members, targeting people of color & those under 40. **FAP recipient in 2010 and 2011**

- Recruit & hire full-time Communications & IT Coordinator to develop online capacity
- Implement an annual program of activities to promote programmatic work, recruit new members & serve as fundraising opportunities
- Design & implement planned giving opportunities for members & donors

**Tennesseans for Fair Taxation** Hire a full-time Development Coordinator, increase membership through house parties, donor outreach & special events.

- Improve member retention with follow-up notes, phone calls & personal communication
- Increase monthly subscriptions to provide a steady stream of income

**Tennessee Immigrant & Refugee Rights Coalition** Strengthen development team, recruit new donors & improve fundraising infrastructure. **FAP recipient in 2010 and 2011**

- Continue & expand major donor campaign with donors in \$500 to \$1,000 ranges
- Expand grassroots fundraising efforts from board & staff to member organizations & leaders
- American Dream Awards ceremony focusing on corporate sponsorships

**Working Partnerships USA** Increase the number of organizational & individual donors, develop outreach & communications plan for fee-for-service work, use several different strategies to recruit & retain donors.

- Staff training for fundraising database
- Redesign website, create brochures & newsletter for donor campaigns
- Create fundraising events, direct mail, personal appeals & electronic media for building donor base

## 2010 Recipients

In April 2010, FACT made 10 grants of \$40,000 to groups to support their fundraising and plans for replacing the funds that will no longer be available once FACT closes its doors. In addition to the cash grants, all groups are eligible to attend a two-part webinar scheduled this summer. Groups that applied but were not selected for a cash award are also eligible for 8 hours of personalized telephone time with a MAP fundraising consultant. We hope this will enable them to be ready for the second round of cash grants in 2011. Here is a summary of the ten projects that were accepted this year.

### **9 to 5, National Association of Working Women**

Goal: Build small donor base, and retain current donors at a higher level of giving. Grow non-foundation revenue 133%. Involve Board and Staff in donor cultivation.

- Hire part time development person
- Improve branding and marketing materials
- Develop online strategy to reach new audiences
- Expand dues paying membership base
- Implement planned giving program
- Fund travel for one-on-one meetings at chapters around the country

### **Causa Justa::Just Cause**

Goal: Raise \$100,000 in grassroots donations, using new fundraising tools, and reaching new constituencies. The Unity Campaign will expand donor base and strengthen fundraising abilities.

- Diversify and strengthen donor base with major gift program and member fundraising and recruiting
- Online giving program linked to a team participating in the Oakland City Marathon
- Train members and involve them in fundraising efforts
- Use social networking and online infrastructure to reach new donors

### **East Bay Alliance for a New Economy**

Goal: Build non-foundation income sources, especially individual donors and fees-for-service.

- Explore new ways to engage donors in the organizing work
- Build base of small donors, especially online
- Approach allies – labor unions, law firms, elected officials and community organizers – for donations
- Encourage regular donors to upgrade their giving, and expand pool of large donors
- Upgrade database management to better track gifts

### **Kentuckians for the Commonwealth**

Goal: Expand grassroots support with New Power Leader program that will raise \$1 million in grassroots support over five years and also strengthen programmatic work.

- Recruit and train 250 Power Leaders to lead groups of 5 or more members who will support KFTC's work with money and with their involvement in activism
- Increase number of major donors and size of gifts with a major donor campaign
- Expand events and house parties
- Targeted communication strategies to increase gift size and renewals

### **Los Angeles Alliance for a New Economy**

Goal: Hire a dedicated staff person to expand pilot membership program into an income generating, self-sustaining effort in two years. Attract 1000 members and raise \$50,000 in 2010.

- Update and improve mailing list and marketing materials
- Implement member recruitment goals for staff and Board
- Cultivate potential "premiere" members, special thank you events for new members, strategies for drawing members into the program work of the organization

### **Mujeres Unidas y Activas**

Goal: Increase percentage of budget raised from individuals from 18% to 35% over the next three years. Expand ongoing Spanish language grassroots fundraising training for members and interns.

- Improve technology infrastructure, public relations materials and fundraising skills and practices.
- Strengthening staff and Board involvement in fundraising, conduct member-to-member fundraising drive, transfer fundraising skills throughout membership
- Expand donor database, online communications and use of social media
- Select 3 to 4 members as grassroots fundraising interns who will deepen their skills. Identify 2 interns to join MUA fundraising staff as funding allows.

**Oakland Rising**

Goal: Diversify funding sources through new and multi-media fundraising strategies such as video appeals and social network-generated giving. Increase grassroots fundraising from 1% of budget to 3% in first year, and to 7% of budget in second year.

- Use new technology and new media to accelerate and integrate giving and advocacy efforts, including four email appeals, increasing text-based donations, and accessing untapped donors by encouraging recurring donations online
- Hire a full-time communications strategist to implement email and event-based fundraising efforts, and purchase and install software to integrate donor information with volunteer and support database
- Coordinate dynamic, fun grassroots events that target new constituencies
- Regularly update and expand online presence – website, Facebook and other social networking sites

**Ohio Valley Environmental Coalition**

Goal: Increase paid membership by 50%, to 950, and expand grassroots fundraising to at least 20% of budget.

- Improve website, media materials and online strategy
- Create joint staff/board/member fundraising committee
- Cross-train with KFTC and other groups to learn methodology for increasing membership. Increase fundraising component of leadership development work
- Provide trainings on grassroots fundraising, phone banks, and house parties

**Statewide Organizing for Community eMpowerment**

Goal: Develop and expand small-donor grassroots fundraising program, and recruit 700 new and diverse members – targeting people of color and those under 40.

- Hire new development staff person
- Create new materials with new identity and branding
- Training on grassroots fundraising for staff and volunteer leaders
- Increase online fundraising activities such as e-newsletter with fundraising appeal

**Tennessee Immigrant & Refugee Rights Coalition**

Goal: Increase non-foundation support by building relationships between TIRRC and its members and donors. Encourage multi-year support. Seek new foundation support for two key program areas.

- Emphasize value of sustaining memberships in staff training and fundraising pitches and materials
- Build a portfolio of 50 “Movement Builders” willing to make a multi-year commitment of \$500 in addition to major donors able to contribute \$1000 or more annually
- Hire 2 full-time organizers in new areas of the state who will devote 10% of their time to building relationships and grassroots fundraising capacity in their regions
- Re-focus annual gala event to an awards ceremony and focus on corporate sponsors for this event rather than individuals