

MANY CDFIs
ONE PURPOSE
ALIGNING CAPITAL WITH JUSTICE
By Planetree

2013 OPPORTUNITY FINANCE NETWORK
ANNUAL CONFERENCE
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Securing the Support of Individual Donors

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Who's in the Room?

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Why Individual Donors Matter

- ★ It's where the money is!
- ★ Reliable
- ★ Diversification
- ★ Easy Reporting Requirements
- ★ Bequests!

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Raising Money from Individuals is a Process

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Four Parts of Development

- ★ Identification
- ★ Cultivation
- ★ Solicitation
- ★ Stewardship

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Start with Yourself

- ★ Why are you involved in the organization – and why do YOU care?
- ★ Why is this organization important to the community?
- ★ What is the organization doing NOW that is especially exciting to YOU?

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Fundraising Truisms That are Actually True

- ★ People Give to People
- ★ Start with Your Board
- ★ 80-20 Rule... Or is it the 90-10 Rule?
- ★ Grassroots Fundraising – don't let it dominate
- ★ "Top Down, Inside Out"
- ★ To ASK, one must GIVE

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Trends to Keep in Mind

- ★ White Americans → Minority Status
- ★ Women Gaining Economic Power
- ★ Youth and Their Hunger for Impact
- ★ Baby Boomers
- ★ Lesbian and Gay Donors
- ★ The Rise of the Secular Donor

Source: The Chronicle of Philanthropy, August 15, 2013 SPECIAL EDITION: Tomorrow's Donors

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Questions and Answers

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