



Rural Recovery Housing Fundraiser Development Toolkit

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Stakeholder Engagement

- Informing the general public of your plans.
- Recognizing potential community impact.
- Highlighting positive impacts.



Preemptive Confrontation



- Addressing Stigma
- Addressing NIMBY

Critical Gap Funding

- Pre-Development Capital
- Matching Capital
- Operational Gaps



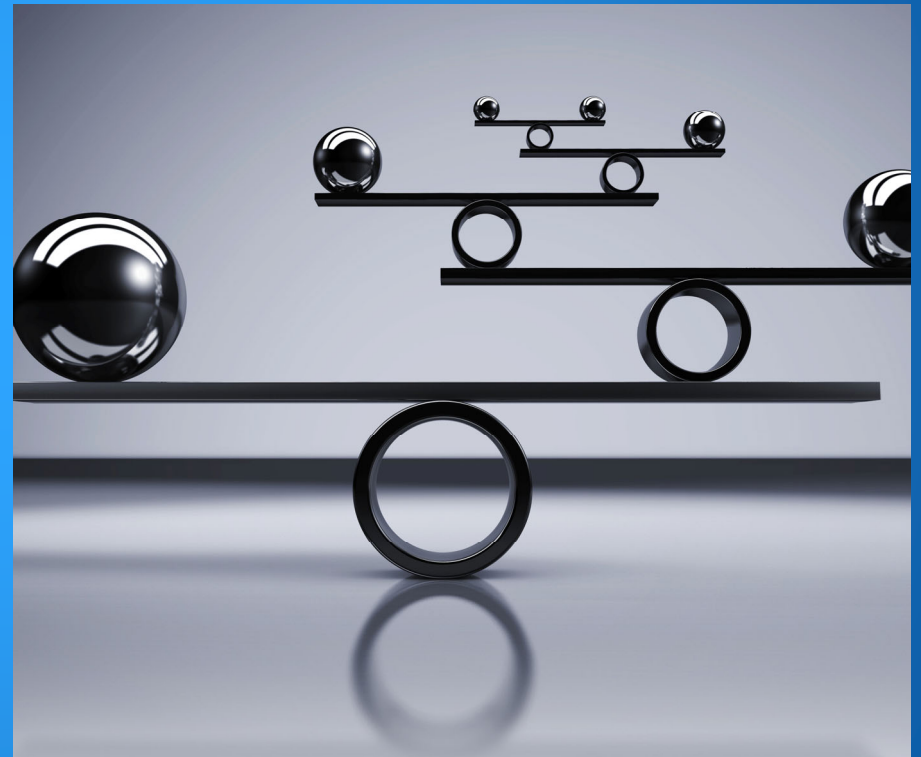
Pre-Development Capital



“Someone’s sitting in the shade today because someone planted a tree a long time ago.” – Warren Buffett

Matching Capital

Creating leverage and a base of support for larger projects.



Operational Gaps



- Usually for 'Starting Up'
- Specific aims outside of 'bricks and mortar'

Clarifying the Vision of Your Fundraiser

- Project should be well understood
- Specific gaps identified
- Understanding of specific need



Types of Need



- Capital
- Operational
- Special Interest

Capital Needs

- Pre-Development
- Bricks and Mortar
- Matching Funds



Operational Needs



- Clear understanding of program
- Clear understanding of gaps

Special Interest Needs

- New Program Launch
- Special Events
- One Time Purchase



Fundraiser Type and Analysis



Fundraiser Events & Campaigns

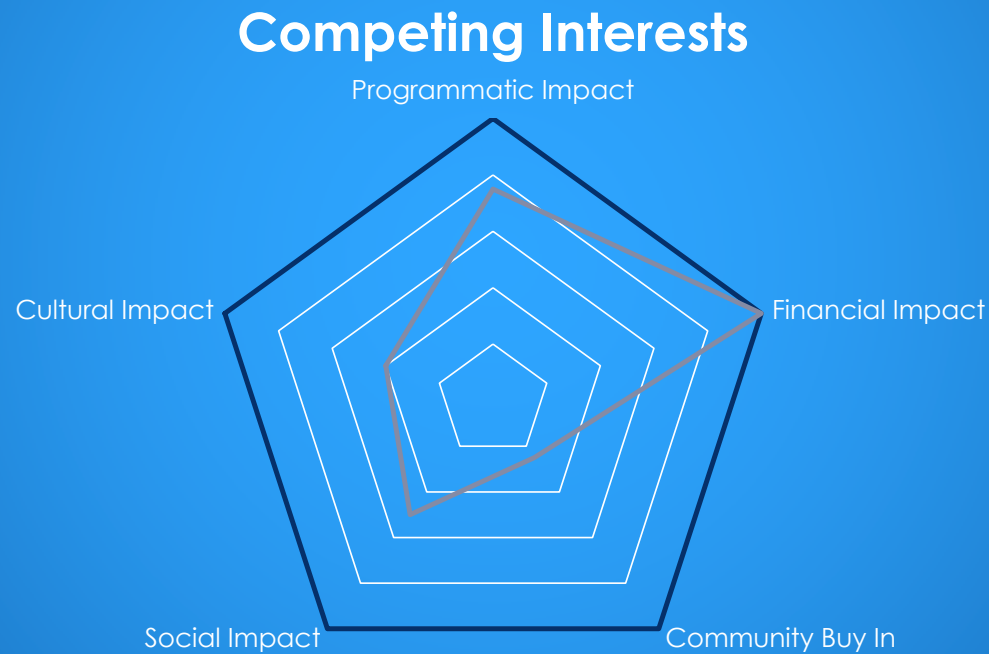
- Event Based
- Short-Term Campaign
- Long-Term/Indeterminate Campaign
- Regular/Interval Campaign
- Online Campaigns



Planning for Which Type to Use

Events	• High Visibility, Labor Intensive, ROI Concerns, High Social Value
Short-Term	• Defined Resource Use, Staged, Hype, Requires Visibility
Long-Term/Intermediate	• Requires Justification, Can be Automated, Low Labor, Low Cost
Regular/Interval	• Creates Culture/Continuity, Time to Establish, Planned Cost
Online	• Low Labor, High Visibility, Vulnerable to Conflict, Low Social Value

Which Type to Use, cont.



Goal Setting



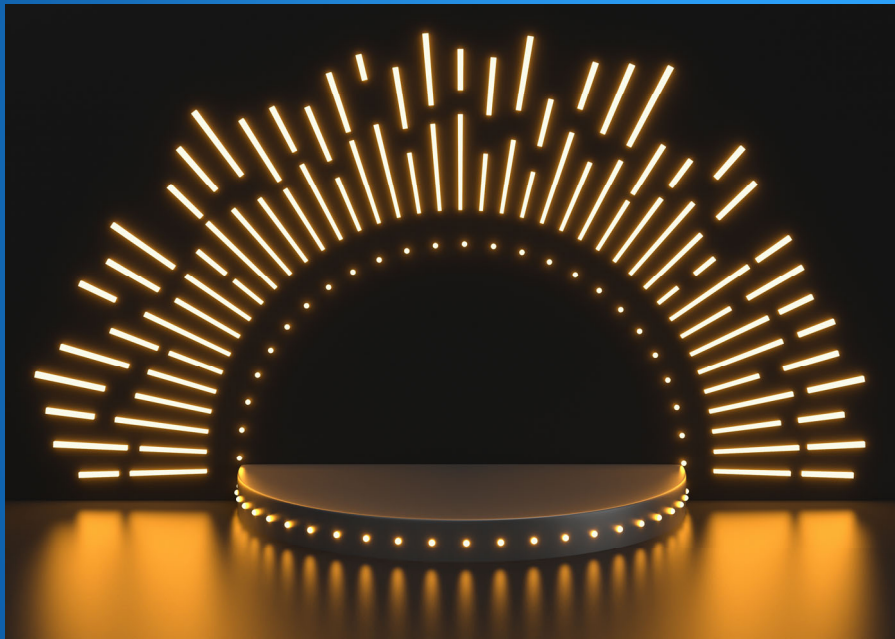
- Informed by Need, Type, and Interest
- Importance of setting sub-goals

Planning Your Fundraiser

- Venue
- Management
- Marketing
- Timing
- Activities
- Donor Base
- Donation Collection



Venue



- Choosing the right Setting
- Appropriate Strategy

Management

- Planner
- Coordinator
- Manager



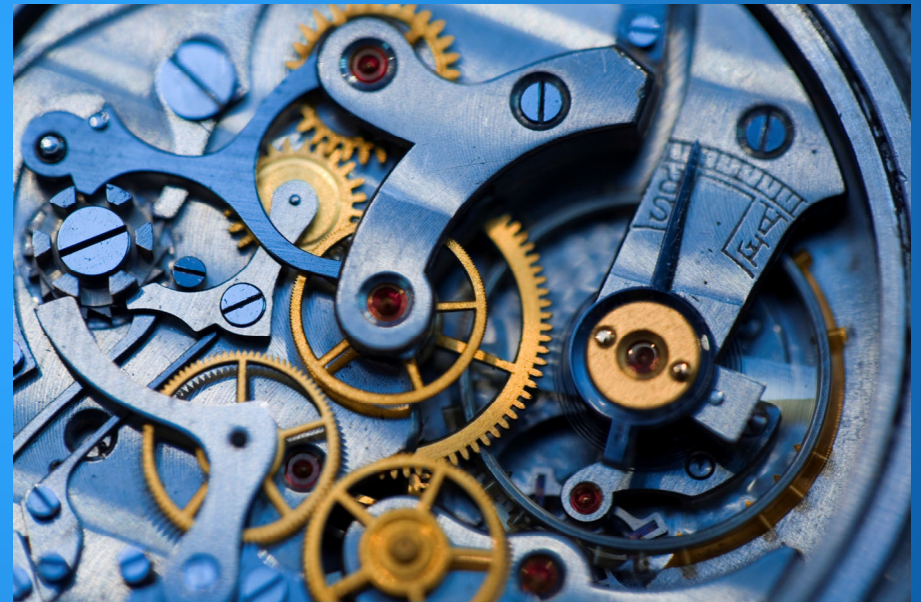
Marketing



- Print
- Radio
- Television
- Digital
- Messaging

Timing

- Avoiding Conflicts
- Avoiding Mistakes
- Regrouping if Needed



Activities



- Logical Match with Type
- Not too much, not too little

Donor Base

- Donor Types
 - Time
 - Talent
 - Treasure



Donor Base, cont.



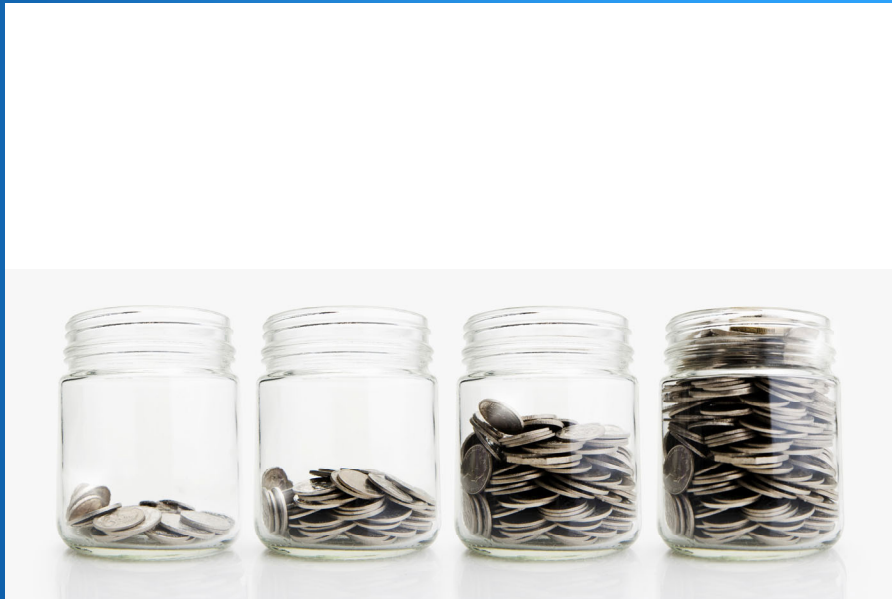
- Donor Value Delivery
 - Passion
 - Legacy
 - Empathy
 - Reciprocity
 - Compassion
 - Ethical Concerns

Donor Base, cont.

- Donor Relations
 - Organizational Leadership
 - Follow-Up and Relationship Maintenance
 - Data Tracking



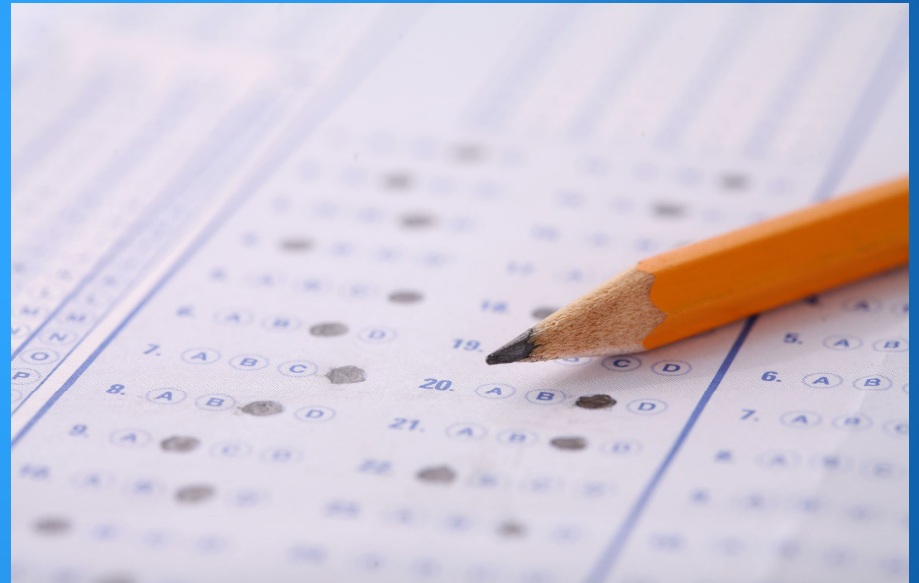
Donation Collection



- Formats and Procedures
- Compliance
- Receipts
- Applies to all types of donations:
 - Material
 - Financial
 - Labor

Pre-Launch Testing

- Test Everything Prior to Implementation



Implementation



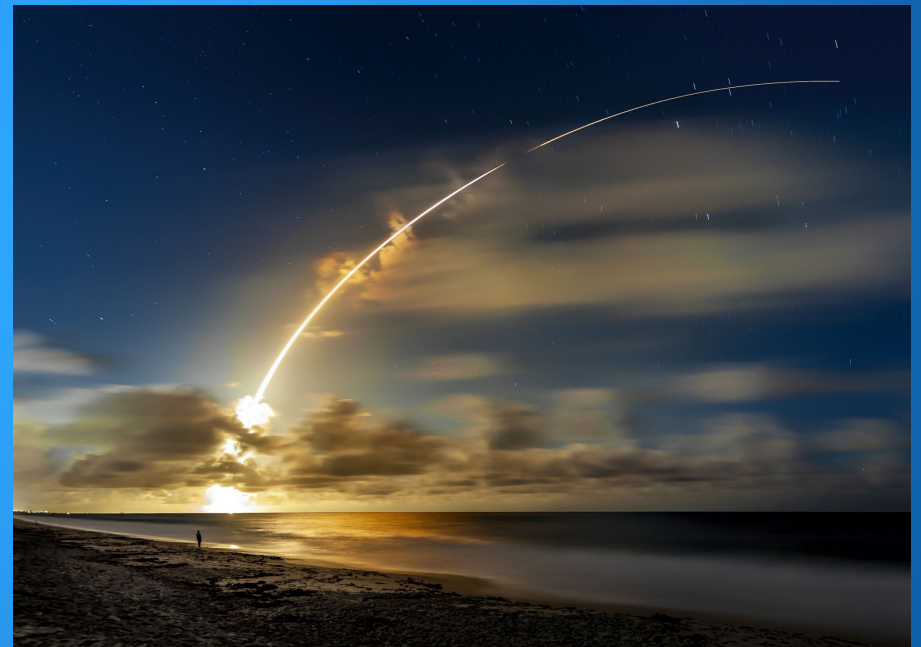
Walkthrough and Pre-Execution Meeting



- Final Review
- Gap Filling

Engagement

- Execute the Fundraiser
- Focus on Messaging
- Focus on Ethos/Spirit



Close Out Operations



- Officially Ending the Campaign
- Final Accounting of Funds Received
- Receipts to Donors
- Thank You to Donors
- Fulfill Donor Value Deliverables
- WWW/WCBI

Thank You!



The Fletcher Group is a RCORP Rural Center of Excellence for SUD Recovery.

For more information or to access our wide array of Technical Assistance, please visit us at:

www.fletchergroup.org