



## FUNDRAISING OVERVIEW

### **Sustaining Your Partnership Financially**

Developing and sustaining successful Global Partners in Care partnerships has many facets. For some US partners, assuming financial responsibility for the partnership can be daunting. To help with this, we have developed some best practices and tools to help our US partners raise funds.

We will offer a series of webinars to provide fundraising ideas and best practices throughout the year. We'll publicize these on our web site, through "Focus on Compassion" and via email.

In addition, GPIC staff is available to work with you one-on-one to create a comprehensive fundraising program tailored to your organization and partnership. Please contact Cyndy Searfoss, Partnership Director, at [searfoss@globalpartnerincare.org](mailto:searfoss@globalpartnerincare.org) or 574.277.4203 to arrange an initial assessment.

This document is designed to provide some idea starters and share some general best practices. Our webinars will dig deeper into these areas as well as grant writing, how to work with your development office and how to plan a large-scale fundraising event.

Here are some starting points in developing financial resources for your partnership:

#### ***Develop a base of stakeholders***

**Strategy 1:** *Involve your executive team and development department in your partnership.*

- Why would they care? We have found that partnerships with involved boards, management and development offices benefit from the partnership in a number of ways. Partnerships give organizations a higher profile in their communities and another source of marketing/promotion. Partnerships can open doors to new donors who are interested in organizations engaged in international work.

**Strategy 2:** *Find people in your community who have an affinity for your work.*

- Why would they care? Chances are that you've shared your partnership experiences with your family, friends and professional contacts. And that they've become engaged emotionally in your work. If you offer some concrete ways they can help provide much-needed resources for your partnership – whether financially or with gifts in kind – they are likely to respond positively.

#### ***Fundraise in your organization***

Below are some ideas our US partners have implemented to raise funds.

##### **Payroll Deduction**

- Work with your administrative team and HR department to begin an employee payroll deduction program to help support your partnership. Global Partners in Care can help



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you develop a partnership presentation that can be given at staff and department meetings to encourage staff support.

### Staff Support

- Hold an all-staff potluck lunches or committee members make lunch and ask for donations.
- Have a "loose change" fund in the office.
- Have a blue jean day to raise funds.
- Raffle items off at your staff holiday or other event: massages, a handmade quilt, jewelry, concert tickets, restaurant vouchers or raffle off holiday items such as Easter baskets, gingerbread houses, fiesta basket, etc.(If it's a small item or raffled within your hospice chances are that you won't need a raffle license, but public raffles typically require these. Be sure to check the licensing requirements in your state).
- Bring back local items from your exchange visit to sell to staff such as baskets, beaded work, wood carvings, batiks, etc. (you can also make things to sell using many of these materials).

### **Connect with businesses in the community that do the work for you**

- Ask a yoga studio or sports club to donate the proceeds of a special event or activity.
- Approach a music venue and/or musician to put on a benefit concert.
- Hold a trivia night at a bar/restaurant.
- Ask restaurants/bar donate 10% of profits for the day.
- As local stores, venues, or theaters to split proceeds for a day/event.

### **Create a fundraising campaign**

If your organization has a development department or foundation, talk with them before beginning a fundraising campaign for your partnership. They may have concerns that your target audience is already part of their donor base. Offer to cross-check names with them before mailing letters or work with them to develop a separate donor funding stream. The second course may be attractive to them as it offers an opportunity to get your organization's name and mission in front of new givers.

### Solicitation Letters

- Mail letters asking for financial support of your partnership to friends/family/professional contacts.
- Have a specific goal in mind. For example, raise \$12,000 to support a nurse's salary for a year.
- Include a flier that has photos and stories of families served by the international partner.



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### ***Hold fundraising event***

- This could be a dinner, reception, wine-tasting (and cheese), gallery opening, lunch, or gala (Small, intimate dinners for potentially large donors can work well)
- Target meaningful dates or times of year such as: National Hospice Month in November, or World AIDS Day (Dec 1st).
- Ask for in-kind donations of wine, food, location, entertainment or at a reduced cost.
- Decide whether you'll charge admission, or offer free admission and ask for donations
- Include a Silent Auction – auction off gift certificates for haircuts, uniforms, massage, make over, photo shoots, etc.; jewelry; electronics; gift baskets from Starbucks and others; a day off with pay; artwork; wine; gourmet meals; gourmet food cakes, etc.

### ***Put on a charity walk, run, climb, or biking tour***

- Activity-based fundraising events can be a great way to engage new audiences with your partnership. There are a number of online resource such as CrowdRise that will allow you to manage and publicize your event.

### ***Apply for grants***

- If your partner has a specific need, see if a foundation gives grants for similar needs. Sometimes travel for humanitarian purposes can be covered by grants.

### ***Work with your development office to solicit individual and Corporate donors***

- Cultivate these types of donors to put up matching funds or ask them to make a donation

### ***Birthday and holiday donations***

- Have committee members/staff can ask for donations to their partner in lieu of gifts.

### ***Examples from Global Partnership Award Nominations***

- Chaplains donate money received from performing funerals.
- Involve a local Rotary Club or other club in raising money for targeted project expenses.
- Staff and volunteers ask for offerings at their church.
- Partner with local university music department to hold an African dinner drum roll dance fundraiser.
- Recruit local businesses that sell Fair Trade and African products to help advertise local hospice fundraising events and participate as a vendor.
- Sell African beaded jewelry at health fairs, expos, community festivals, volunteer and bereavement events.
- Create calendars with the photos of children from your partner hospice and travel photos and sell them.