

# Jewels for Nonprofits

Jeweld Legacy Group | Newsletter | February/March 2018

## TARGETED FUNDRAISING FOR NONPROFITS



Over the last five years I have discovered that far too many non-profit organizations are overly reliant on one single funding source. In my experience, funding from governmental sources-federal, state, county and city entities-make up over 90 percent of their annual budgets. Organizational Development consultants recommend a mixture of revenue from various governmental, philanthropic organizations and private donors. A diverse revenue stream provides the Executive Leadership team a degree of flexibility in how it achieves the mission of the organization. Fundraising is an integral part of the sustainability of any nonprofit. We have invited nationally recognized fundraiser, Kim Klein to share her expertise with nonprofits. You can review her detailed strategy in the article, "How to Raise \$60,000 in Six Weeks."

Take care,  
Carol F. Burton, LMSW  
*Carol F. Burton*

## HOW TO RAISE \$50,000 in 6 WEEKS

*By Kim Klein, Klein & Roth Consulting*

Have you ever noticed how much work you can get done the day before a deadline? Or how many volunteers you can enlist in a task that takes a few hours? Most people do best under the pressure of a structure and a due date. Here are some steps to help build your fundraising around a principle, freeing you up from the feeling that you must be doing some fundraising every day all year long, and making your fundraising way more successful.

- Step 1:** Identify a reason to have the campaign and set a goal
- Step 2:** Choose a 10 week time period to conduct the campaign
- Step 3:** Develop materials
- Step 4:** Create a simple gift range chart

<u># OF GIFTS</u>	<u>SIZE</u>	<u>TOTAL</u>
2	\$5,000	\$10,000
4	\$2,500	\$10,000
10	\$1,000	\$10,000
20	\$500	\$10,000
40	\$250	\$10,000
<b>76 GIFTS</b>		<b>\$50,000</b>

**Step 5:** Determine the number of volunteers you will need and invite them to join this effort

**Step 6:** Invite volunteers to a meeting to create the master prospect list

**Step 7:** Invite the volunteers to a meeting where the campaign is launched

**Step 8:** Keep in close touch with the volunteers

**Step 9:** Around the 4<sup>th</sup> week, rally the team

**Step 10:** At the end of the 6<sup>th</sup> week, close the campaign and celebrate

Click here to read the full article, [How to Raise \\$50,000 in 6 weeks](#)

Join us for a free workshop with international speaker and fundraising expert, Kim Klein to learn more. This workshop is a great strategy for organizations that have some donors and have a small or limited staff capacity. All participants will be eligible to win a free copy of Kim's book.

## WORKSHOP: HOW TO RAISE \$30,000 in 6 WEEKS

*Presented by Kim Klein, Klein & Roth Consulting*

Kim Klein is an internationally known speaker and author, known for her ability to deliver information in a practical and humorous way. She has worked in all aspects of fundraising: as staff, as a volunteer and as a board member and has helped thousands of grassroots organizations survive and thrive through tough political and economic realities. Kim is the author of five books including **Reliable Fundraising in Unreliable Times**, which won the McAdam Book Award in 2010. Her classic text, **Fundraising for Social Change**, now in a new 7<sup>th</sup> edition, is widely used in the field and in university programs. She co-founded the *Grassroots Fundraising Journal* in 1981 and was its publisher for 25 years.



**Tuesday, February 27, 2018**

**9:30am to 12:30pm**

**1111 Jackson Street, Rooms 226 – 228**

**Oakland, CA 94607**

Click the [RSVP](#) or email Summer Jackson @  
[legacyta2016@gmail.com](mailto:legacyta2016@gmail.com)

Workshop hosted by **Jeweld Legacy Group**

# JEWELS OF THE MONTH



## Have you heard the great news?

Carol will be a speaker at the 2018 National Children of Incarcerated Parents Conference! The conference, hosted by Arizona State University, will be held from **April 22 - 25 2018**, in **Phoenix, AZ**.

This is the inaugural year for the conference and will feature the following tracks:

- Understanding the impact of parental incarceration on children and families
- Evidence of program and policy effectiveness
- Training and support for professionals
- Empowering change through system building

Conference Agenda

<https://childwellbeing.asu.edu/content/conference-agenda>

**Register Now!**

Early Bird registration discount ends on **Feb. 28**.

<https://www.regonline.com/builder/site/Default.aspx?EventID=2014388>

Jeweld Legacy Group has unparalleled knowledge of capacity building and leadership training to help clients make better-informed decisions when it comes to program development and their company's growth potential.

**jeweldlegacy**

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