



FUNDING YOUR FOOD ACCESS PROGRAMS (and more): HOW TO FIND, CULTIVATE AND STEWARD DONORS IN YOUR COMMUNITY

Stacy Carkonen, Tacoma Farmers Markets



Goal: Leave today with the beginning of a fundraising toolkit for your market.

And get a pocket full of tips and tidbits to get your fundraising juices flowing.

But First....Tasty tidbits of learning.


- Fundraising is about relationships.
- Fundraising is a series of conversations about opportunities that exist at your market.
- Make a Plan - Don't chase money just for the sake of chasing money – Know what you are raising money for.
- Look at the partners you have, develop real relationships with funders that last year after year. DOH....
- Funders are looking for great opportunities and organizations to invest in.
- Look for partnership opportunities with bigger organization with expertise you need.
- Ask for help.
- Join fundraising associations, join calls, meetings, go to city and county council meetings to meet the folks who represent you. Take classes, any way to enhance your leaning.
- Be ready when money or opportunities come knocking!
- Know your weaknesses - we are a small organization, we need a bigger partner, we need a fiscal sponsor...
- Be realistic - we need to meet with stakeholders and partners now for a grant we want to submit in six months to a year from now.




Laying the groundwork for success –
Creating a Fundraising Plan.



First Things First: Create your budget.

- ▶ Your budget is a living document that expresses the values and priorities of your market.
 - ▶ Your budget is the first step in creating a successful fundraising plan.
 - ▶ Once your budget is completed and funding goals set you can begin to create strategies.
 - ▶ When your strategies are identified you can begin to look for funders who have the same values and priorities reflected in their budgets.
- 



Do you have enough money in your budget to do everything you want to do in 2020/2021?

- ▶ What do you need additional funding for?
 - ▶ Incentive Funding
 - ▶ Staff?
 - ▶ Equipment?
 - ▶ Marketing?
- ▶ WORKSHEET!



Our market would like additional funding to.....

Top Priorities:

Increase pay of Market Manager and hire 1 seasonal Market Assistant

Cost: \$10,000

Start Fresh Bucks Incentive Pilot Program at my market

Cost: \$5,000

Money for new banners.

Cost: \$3,000

Secondary Priorities:

Cost: \$

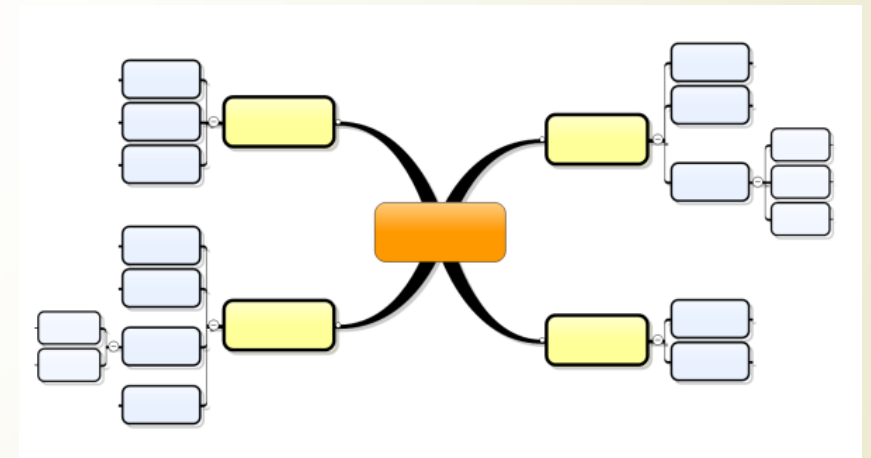
Cost: \$

Cost: \$

Holy crap. Now what?

How do you find those local funders?

- ▶ Treasure map your assets!
 - ▶ Oh yes, you've got 'em.
- ▶ WORKSHEET!





Your Market

You are at the center of your treasure map.



List all of your connections/assets in the community that find value (or potential value) in your market.



Who's Missing?



What do these “treasures” have in abundance to offer your market?

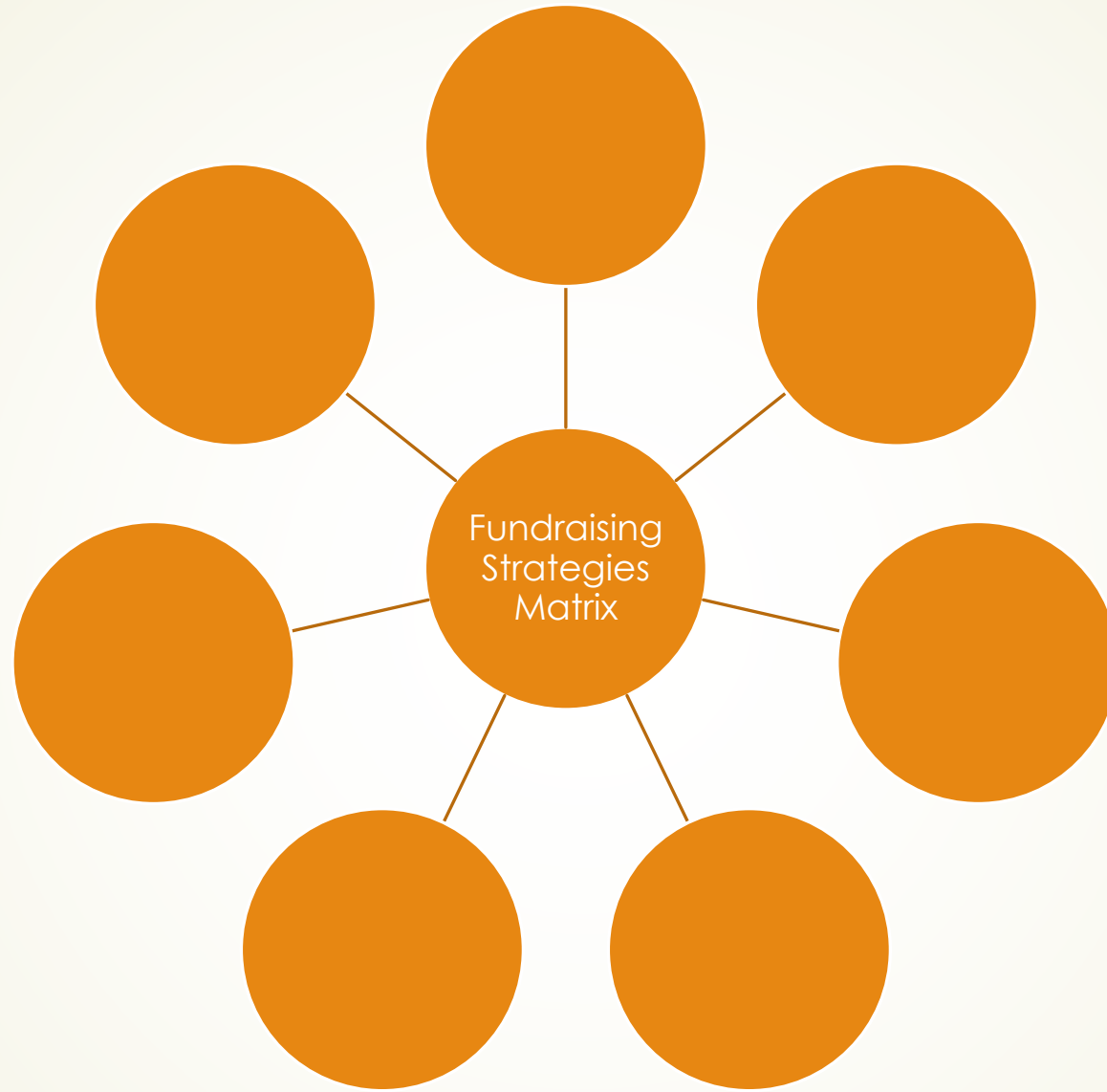


What do these "treasures" have in abundance to offer your market?

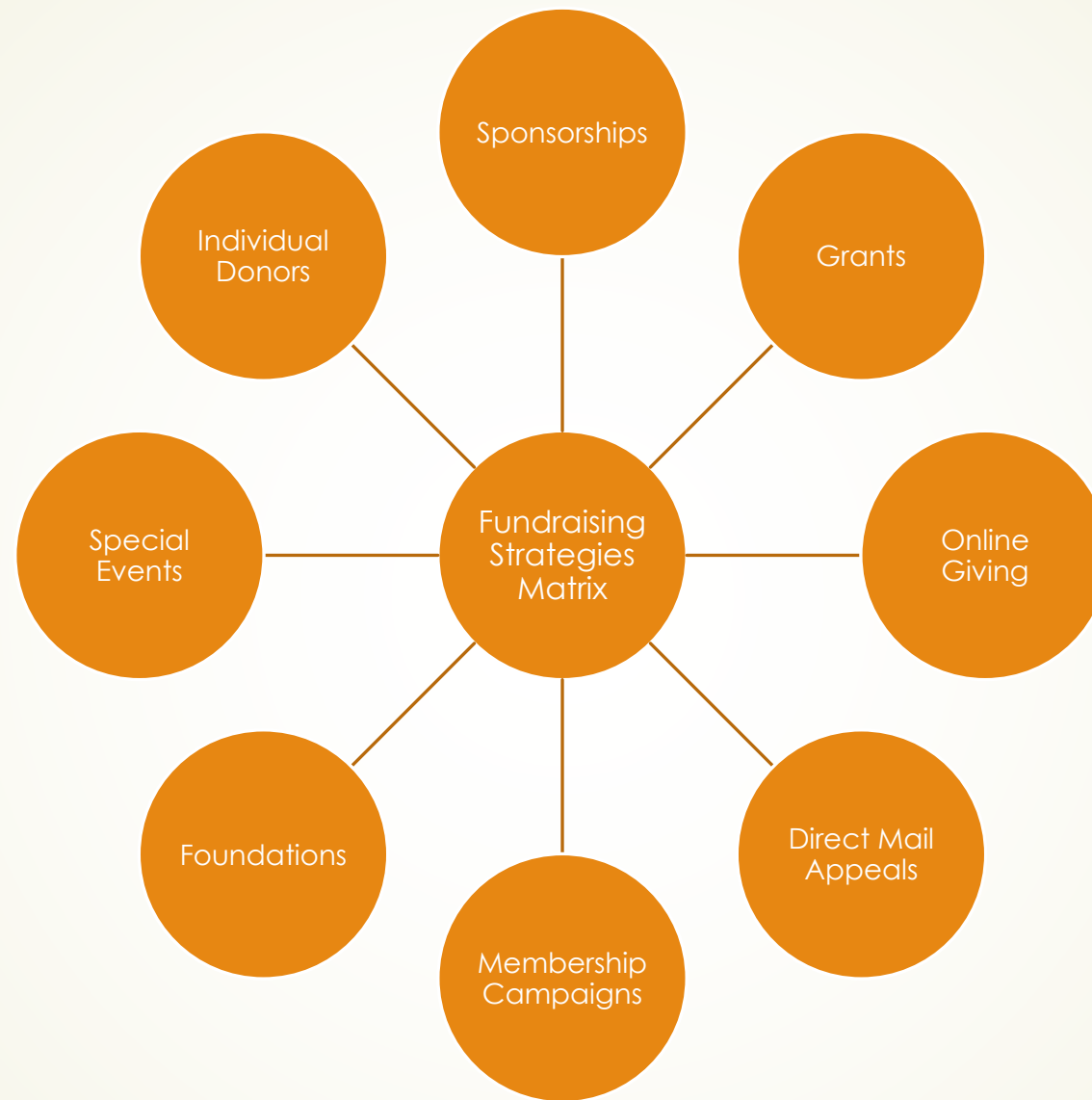


Moving from Mapping to Strategies.


- ▶ How many income streams (strategies) does your organization have?
- ▶ Strong organizations do not rely on one funding stream.
- ▶ Work to diversify your funding streams.
- ▶ Create a fundraising strategies matrix with multiple fundraising streams.
- ▶ WORKSHEET!



Get your eggs out of one basket. Please.







Use your treasure map to help identify your capacity to implement your strategies.

Staff/Board/Volunteer Capacity 2020

- ▶ Legislator Market tour – yes, August
- ▶ Legislator letters of thanks and acknowledgement, yes (Board, vendors, shoppers)
- ▶ Special Event – yes, end of year
- ▶ Sponsorships – yes, Oct- March
- ▶ Grants – yes local, no federal
- ▶ Online Appeal – yes, March
- ▶ Membership Campaign – next year

Support Needed to Diversify Fundraising Streams


- ▶ Find partners to help with grant writing, implementation & reporting
- ▶ Volunteer or board member to research membership campaigns, city funding, local foundations, hospital funding.



You've sown the seeds through planning, now start cultivating your donors.

"Cultivation of donors" refers to building a relationship with potential donors and educating them about the opportunities that exist in your organization.

- ▶ **Fundraising Strategy: Sponsorships**
- ▶ **What do you need to cultivate this donor?**
 - ▶ Introductions?
 - ▶ Sponsorship level(s) – *Restricted and Unrestricted*
 - ▶ Sponsorship benefits – what value can we offer you?
 - ▶ Market material
 - ▶ Program materials – do you have a leave behind?
 - ▶ _____
 - ▶ _____



Congratulations! You've cultivated your donors and secured funding. Next Step: Stewarding your Donors

"Stewardship of donors" refers to maintaining good relations with people who have already made gifts to your market.

- ▶ Your **individual donors** don't want a lot, but what they do want, make sure you give it to them.
 - ▶ Thank them – appropriately, creatively and personally.
 - ▶ Keep them informed about what their money has accomplished during the season.
 - ▶ Provide them an end of year report on the successes they helped to create.
 - ▶ Don't ask for more money until you have done all of these things.
- ▶ Make sure **Sponsors** get all of their promised benefits.
 - ▶ Create a benefits checklist for your sponsors and make sure they get done.
 - ▶ Don't ask for more money until you have done all of these things or can explain why certain benefits were not given.
 - ▶ It's easier and cheaper to keep donors than to constantly look for new ones. Be a good steward of their resources.

Recap:

- ▶ When creating your plan don't let your current budget hold you back, you need to vision into the future in order to raise the additional money you need.
- ▶ Build in all of your costs for your program. You don't want any surprises.
- ▶ Be ok with getting a no. You just haven't matched up the right value system with the right funder.
- ▶ Find multiple ways for your board and others to give outside of asking for money.
- ▶ Look for partnership opportunities with bigger organization with expertise you need.
- ▶ The more specific you can be about you funding requests, the more effective your efforts will be.
- ▶ Fundraising isn't just about money – it's identifying what each potential partner has to offer and asking them for that support. Entering into a partnership with them.
- ▶ Your individual donors don't want a lot, but what they do want, make sure you give it to them and they have the potential to stay with you for years.
- ▶ Do what you say you will do for your sponsors.



Resources!

- ▶ Washington Nonprofits
 - ▶ Movie Mondays: <https://moviemondays.com/>
 - ▶ Susan Howlett: <https://susanhowlett.com/>
 - ▶ Grassroots Fundraising Journal: <http://www.grassrootsfundraising.org/>
- 