

## What is Fundraising

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## WHAT IS FUNDRAISING?

Successful fund-raising is simply the product of hard work by dedicated people who are thoroughly prepared for the job.

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Before development and fundraising efforts can begin ask the question...

- Is there a detailed and comprehensive plan for your fund-raising campaign?
- Development Plan → Strategic Plan

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### The strategic plan needs to consider...

- Past results of fundraising efforts
- The current and future needs of the Association
- The potential for program growth and flexibility
- The opportunity to secure the future of services should grants of other incomes become unavailable.

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### STRATEGIC PLAN

FY2009 – FY2011

- I. EXECUTIVE SUMMARY
- II. MISSION STATEMENT AND VISION STATEMENT  
ORGANIZATIONAL HISTORY AND PROFILE
- III. GOALS AND STRATEGIES
- IV. ANNUAL TARGETS
  - FY2009 – Included
  - FY2010 – To be developed
  - FY2011 – To be developed

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### STRATEGIC PLAN (continued)

- *Goal 4.* The Association needs to respond to continuing demands on its services. The goals of the Association are regularly enhancing its administrative systems to keep pace with the current scale of services and programs; growing services and programs through diverse funding sources; and keeping its name, effort, and the issues of brain injury in the public eye.

**Strategies:**

Development

- **Current Status:**
- \* With .5 FTE establish partnerships that strengthen and increase the long-term financial security of the Association through fundraising and grant seeking.
- **3 year goal: additional resources for technology and training of staff needed.**
- a. Utilize technology in an efficient and effective manner to increase awareness of the Brain Injury Association and development opportunities.
- b. Create a funding stream that is less dependent on government grants.
- c. Increase the cash reserve and endowment to meet the service needs of those affected by brain injury.

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### NOW WHAT?

- Grants
- Corporate Fundraising
- Individual Fundraising
- Event Fundraising
- Donations
  - Memorials
  - Celebrations
  - Offline/online

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### GRANTS

- Government
- Corporate
- Foundations
  - Private
  - Public

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### The Needs Statement

- The Needs Statement, becomes a document, within the grant proposal package, which will provide an overview of the organization's recognition of a specific problem, and includes the research and statistics on the problem to substantiate the need.

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## GRANTS AND FOUNDATIONS

- RESOURCES

- Partnership in Philanthropy
- FoundationCenter.org
- Grant.gov

Research other like organizations

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- Overall giving in the US declined last year by 2 percent, the largest drop since records have been kept and the first since 1987. Individual giving again made up about three quarters of all giving but declines in foundation endowments and grant making might make for an even more challenging environment for next year.
- "NON PROFIT TIMES JUNE 11, 2009.

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## Corporate Fundraising

- WHO ARE YOUR PARTNERS?

Our Corporate Circle Sponsors

On behalf of the thousands of individuals that rely on the services of the Brain Injury Association of New Jersey and for every brain injury that our education and prevention efforts have helped to prevent, we are truly grateful to our contributors for their long-standing commitment and support. These partnerships are a significant factor in the Association's ability to deliver our vital programs.

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## Event Fundraising



Gala



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## CYCLE FOR SAFETY

- Walk for Thought/Cycle for Safety
  - Individuals
  - Teams
  - Families

**BRAIN INJURY ASSOCIATION OF NEW JERSEY**  
**WALK FOR THOUGHT / CYCLE FOR SAFETY**  
Support the 5.5 Million Americans living with brain injury  
**Saturday October 13, 2007**  
Washington Crossing State Park, Titusville, NJ  
SADDLE RIVER COUNTY PARK / Dunkerhook Area  
732-738-1002 Coordinated By: Rehabilitation Specialists www.BIANJ.ORG

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## Individual Fundraising

- Donations
  - End of year letters
  - On-line donations
- Memorial/Celebrations
- Workplace Giving :
  - United Way
  - Americas' Charities

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## SOCIAL NETWORKING

- A **social network service** focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

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## THANK EVERYONE !!!!

- A thank you note is a reminder to the individual that they and their efforts are appreciated and have helped to make a difference in the lives of another individual.




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On behalf of the Brain Injury Association of New Jersey, we would like to thank you for your generous contribution to 2009 Walk for Thought / Cycle for Safety event. This year we were successful in reaching our goal and provide much needed support for the individuals who turn to the services of the Association throughout their lifetime of recovery.

As a nation public awareness of the causes and consequences of brain injury continues to increase as a result of the public's attention to the consequences of sports concussion (the NFL) and blast injuries (the Wars in Iraq and Afghanistan). As the services of the Brain Injury Association continues to adapt to the growing needs of our constituents the support and commitment of our donors is the emerging force behind our ability to provide these services.

Please know that you have truly helped to make a difference in the lives of another individual.



Sincerely,

*Barbara Geiger-Parker*

Barbara Geiger-Parker  
Executive Director

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Never underestimate the power of one



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