

25 Tips: Successful Grassroots Fundrai\$ing

RAISING MONEY FOR MAIN STREET

PHOTO BY
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MAIN STREET, HOLLY, MICHIGAN



25 Tips for Grassroots Fundraising

Why Grassroots Fundraising is Important to Your Main Street Program

1. Empowers the Community
2. Takes Ownership and Responsibility
3. Grants are Not a Given
4. Creates Various and Sustainable Funding Sources



25 Tips for Grassroots Fundraising

Tips 1-5 About Fundraising:

1. No one likes to fundraise (*Think About That*)
2. Fundraising can be fun
3. Take the time to plan (**BIG ONE**)
4. Make the connection between donors and cause
5. Small amounts add up (**Small is OK**)

25 Tips for Grassroots Fundraising

The 1/3 Rule: (Tip 6)

- Public
- Private
- Miscellaneous



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Public Dollars (Tip 7)

- City
- County
- State (Grants)
- Federal (Grants)

25 Tips for Grassroots Fundraising

1/3 Private (Tip 8)

Making the Case for Main Street

- Downtown Businesses and Property Owners
- Non Downtown Businesses and Property Owners
- Residents
- Churches
- Hospitals
- Media
- Industry/Corporate
- Non Profits and Service
- Clubs
- Schools and Universities
- Alumni of the Community
- Visitors Bureaus
- Chambers of Commerce

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1/3 Miscellaneous (Tip 9)

- Fundraisers
- Foundations
- Grants
- Special Service Areas.
- BIDS, TIFs, Contracts for Services

25 Tips for grassroots Fundraising

Tips (10-17) Planning, Approach and Options

10. Have A Work Plan (What does the money do?)
11. Develop Your Packet (Who, Why, How, When, Where)
12. Fundraise for Long Haul (3 Year Commitments)
13. Follow Up After the Ask
14. Recognize and Thank (Even if it is a “no”)
15. Keep It Simple. To the Point. Tell a Story
16. Determine How and Who to Ask
17. Options for Giving (Timing, Credit Card, Online)



25 Tips for Grassroots Fundraising

(Tips 18-24)

18. Do Your Homework About Prospects

19. Know Your Product (Downtown and its value) How we define it?

20. Have a Kick Off and an End Date (Make it fun and Celebrate)

21. Determine Responsibility in the Organization (Board Role vs Staff Role)

22. Have a Budget for the Organization AND for the campaign

23. Set Goals from fundraising by “sectors”

24. Determine Your Message for Your Audience (It may vary)



25 Tips for Grassroots Fundraising

And Most Importantly of All . . . (Tip 25)



25 Tips for Grassroots Fundraising

ASK



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Let's Practice: Who Said It Best?

