

How do you fundraise?



THINK ABOUT DIVERSIFYING

Funding for social and climate justice work can be inconsistent and unpredictable. Most organizations need multiple funding sources from which to mobilize resources in order to find independence and stability, as well as to reduce their risk exposure (say, if a donor withdraws support).

There are many options to explore; it all depends on your organization's specific context and situation.

- MULTILATERAL
- GOVERNMENTAL
- PRIVATE FOUNDATIONS
- PUBLIC FOUNDATIONS
- MOVEMENT FUNDERS
- INGOS
- MUTUAL AID
- INDIVIDUAL GIVING
- CORPORATE GIVING

WHAT'S THE RIGHT DIVERSIFICATION MIX FOR YOU?

1. Get clear about your long-term vision and understand your current income mix.
2. Assess the context and consider all your fundraising options.
3. Make plans and begin to build your mix of income.
4. Monitor your progress and keep momentum: Where are you now and where do you want to be?

Consider: How dependent are you on one source of income? We recommend keeping it to 20% or less dependency on any one source of support.

Smart Prospecting

GATHER MORE DATA IN LESS TIME WITH THESE FOCUSED QUESTIONS

- **"Follow the leaders":** what do the potential funder's spokespeople reveal about priorities and values?
- Consider the funder's **theory of change** and strategy.
- Look at their **priorities** and budget lines.
- Take note of the **financing instruments** and funding amounts.
- **Find the connections:** who do you know who could make an introduction?

Mobilizing new kinds of resources means nurturing strong relationships with funders. These **relationships can be transactional** (based on contracts, compliance and deliverables) **or transformational** (built on trust around a shared mission and strategy over the long-term). You need both!

Donor Relationships COLD, WARM OR HOT?

How can you keep the fire burning with your existing donors, while turning cold relationships warm and warm ones hot?

HI, WE'RE SPRING!



Our globally acclaimed Financial Innovation and Resilience (FIRE) Program has supported hundreds of organizations to successfully nurture mission-led fundraising capacities.

springstrategies.org/fire

