

FUNDRAISING: IS IT THE
ACTIVITY OR THE RESULT?

Trace Hoekstra
Trace@Kitchensinkcommunications.com



THE SUSTAINABILITY QUESTION

How will you sustain this project when
funding ends?



HOW DO WE THINK ABOUT IT?

Funds. Money. Donations. Dollars. Contributions. Grants. Contracts. Fees. Financial Support. Capital. Resources. Assistance.

EARLY ATTEMPTS...

The Shrug

- Not sure?
- We might not?
- We'll figure it out later?



The Captain Obvious

- Ask for more money.
- Write more proposals.

The Cheery Captain Obvious!

- Ask for more money and then ask for more money again! Yay!
- Serve people and engage partners until we put ourselves out of business!

THE LEARNING CURVE



The Cheery Captain Obvious + The "It's Who You Know"

- Influential Board
- Great Leadership
- Partners! We have lots and lots of partners!

UNDERSTANDING
WITHOUT
ARTICULATION

The Everything,
Everywhere,
All at Once

Target Population and...

Ask for \$ and...

Programs and...

Need and...

Board and...

Impact and...

And...

Partners and...

Leadership and...

History and...

Evidence base and...

COULD

HOW ~~DO~~ WE THINK ABOUT IT?

Do good work. Document impact. Share outcomes. Fund good work.

THE PROGRAM ECOSYSTEM



Do Good Work



Document Impact

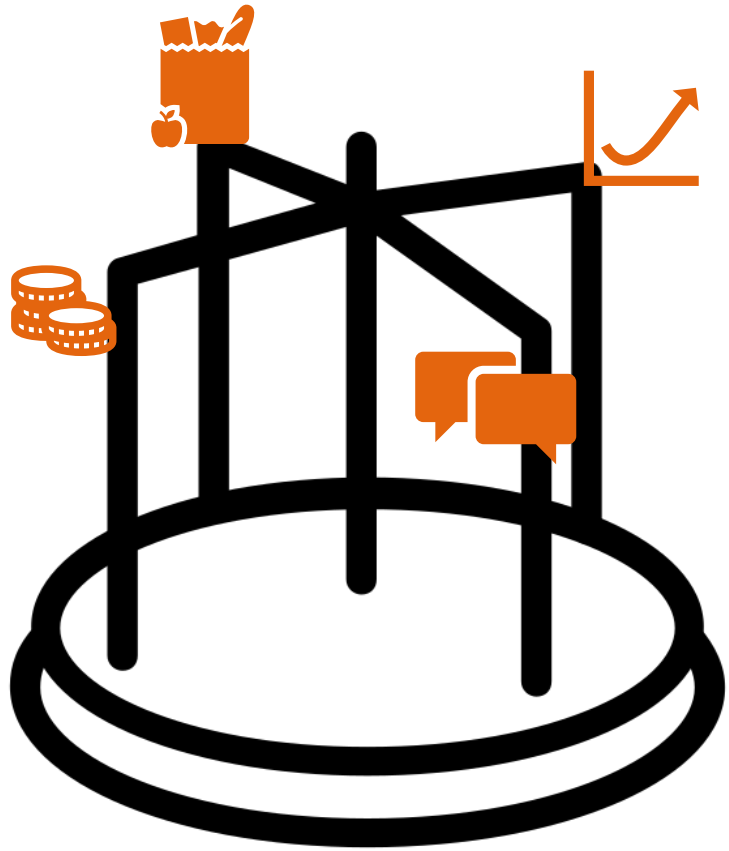


Share Outcomes



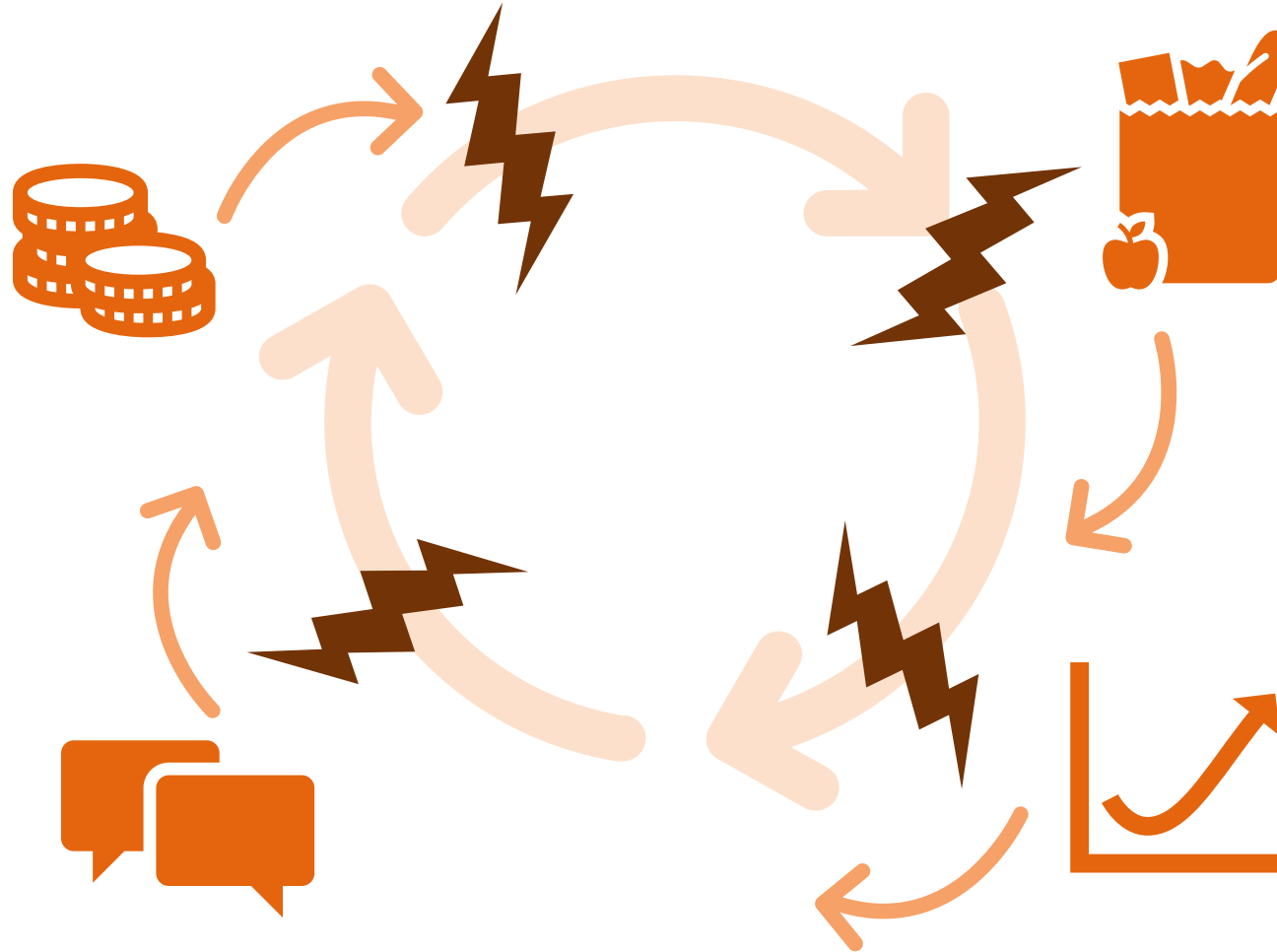
Fund Good Work





SUSTAINING PROGRAMS

ON RAMPS AND BREAKDOWNS

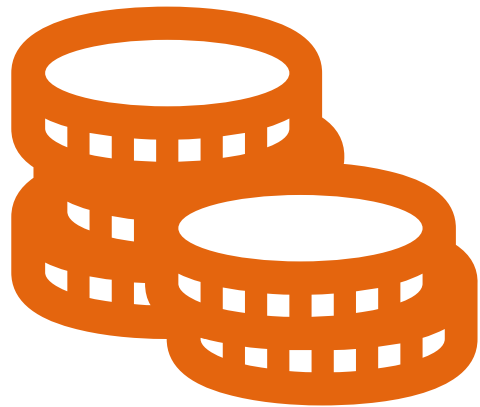


WHAT ABOUT THE BOTTOM LINE?



We still need money.

COULD
HOW DO WE
THINK ABOUT
FUNDERS AS
PARTNERS?



PARTNERSHIP KEYS TO SUPPORT FUNDER ENGAGEMENT

1

Know Your Goal
& Theirs

2

Connect Without Requesting
Money

3

Ask Good Questions

POINTS OF FAILURE FOR FUNDER PARTNERS

1

Chasing Money

2

Ignoring Financial and Social
Leverage

3

Confusing the Project for
the Need



DEPENDENCY QUOTIENT

LOW QUOTIENT = LOW RISK

Sum top sources and divide by total costs.

\$500,000 budget, 20 sources, \$250,000 top 5
 $\$250,000 / \$500,000 = 50\% \text{ DQ}$

>15 sources, use top 5; 13-15 use 4;
10-12 use 3; 7-9 use 2; 4-6 use 1

Amount	Type	Quarter
\$150,000	Government	Q4
\$100,000	Corporate	Q2
\$100,000	Foundation	Q4
\$75,000	Individual	Q2
\$50,000	Corporate	Q3
\$50,000	Foundation	Q1
\$25,000	Individual	Q1
\$5,000	Corporate	Q4

RISK REVIEW

\$550,000 Anticipated Budget
8 sources

Top 3 = \$350,000

$\$350,000 / \$550,000 = 64\% \text{ DQ}$

RELIABILITY AUTONOMY MATRIX - SOURCES

AUTONOMY	High	Corporate Sponsorships Large Individual Donations Operating Grants	Membership Dues Small-Medium Individual Donations Endowments Fee for Service Activities
	Low	Government Project Grants Foundation Project Grants Corporate Project Grants	Ongoing Government Contracts United Way
		Low	High
		RELIABILITY	

RELIABILITY AUTONOMY MATRIX - OPPORTUNITY

AUTONOMY	High	Innovation	Innovation Adaption Growth
	Low	Crisis Reaction Stagnation	Growth
		Low	High
		RELIABILITY	

Adapted from Nonprofit Quarterly. <https://nonprofitquarterly.org/reliability-vs-autonomy-in-nonprofit-funding-a-guide-to-finding-the-right-balance/>

IS FUNDRAISING THE ACTIVITY OR THE RESULT?

Connection. Engagement. Partnerships.

THANK YOU



Trace Hoekstra



trace@kitchensinkcommunications.com



www.kitchensinkcommunications.com

RESOURCES/CITATIONS

RELIABILITY AUTONOMY MATRIX SCORE - NONPROFIT QUARTERLY

Reliability vs autonomy in nonprofit funding: A guide to finding the right balance - non profit news: Nonprofit quarterly. Non Profit News | Nonprofit Quarterly. (2016, June 23). Retrieved May 3, 2023, from <https://nonprofitquarterly.org/reliability-vs-autonomy-in-nonprofit-funding-a-guide-to-finding-the-right-balance/>

DEPENDENCY QUOTIENT & OTHER METRICS - BOARD SOURCE

Measuring fundraising effectiveness. BoardSource. (2017, July 19). Retrieved May 3, 2023, from <https://boardsource.org/research-critical-issues/measuring-fundraising-effectiveness/>

SUSTAINABILITY FLYWHEEL - SOCIAL IMPACT ARCHITECTS ADAPTED FROM JIM COLLINS

Smith, S., & *, N. (n.d.). *Is your nonprofit sustainable and what does nonprofit Sustainability really mean?* Social Impact Architects. Retrieved May 3, 2023, from <https://socialimpactarchitects.com/nonprofit-sustainability/>

Collins, J. (2001). *Good to great.* Random House Business Books.

RESOURCES/CITATIONS

ICONS

Merry go round by Creative Stall from the Noun Project. <https://thenounproject.com/icon/merry-go-round-307928/>