



# Fundraising 101



# Fundraising 101

## **Howard County Watershed Stewards Academy**

November 23, 2021

**Prepared by: Lynne Matthews**

**Presenter: Radhika Wijetunge**





# What We'll Cover

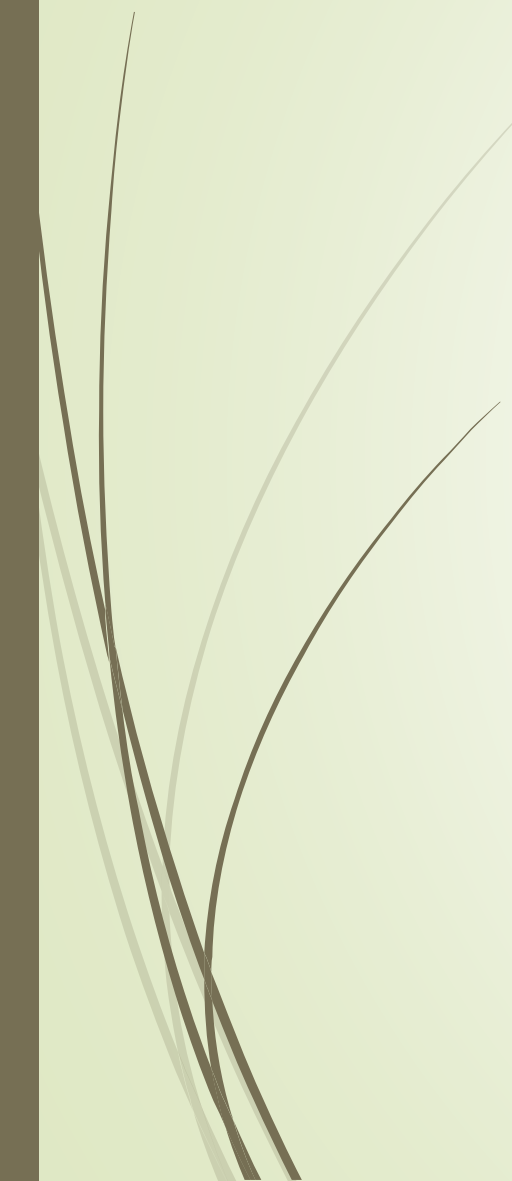
- Types of funding
  - Resources
- 



# Types of Funding



# Types of Funding

- Grants
  - Sponsorships
  - Individual Donations
  - In-kind and volunteer service
- 



# Grants



- Generally require submission of a letter, application, or proposal
- Often require a budget as well as goals and objectives
- Local foundations, civic organizations and giving circles are good sources to fund smaller projects (\$10k or less)



# Sponsorships

- ▶ Local businesses often support community-based projects as an act of goodwill. Others do so to gain exposure/publicity
- ▶ Generally require a written request with information on benefits of the sponsorship (i.e., listing on sponsors page of website, branding included on project materials, social media tags/mentions)



# Individual Donors




- ▶ 72% of nonprofit giving comes from individual donors
- ▶ People give to people they know – family, friends, neighbors, etc.
- ▶ People also give to causes to which they feel connected. Find out what motivates your circle.






# Individual Donors

- ▶ Campaigns, such as an end-of-year campaign or Giving Tuesday are great opportunities to garner individual donors (80% of individual giving occurs in the last six weeks of the year)
  - ▶ Fundraising events (virtual or in person) are a great way to attract donors.
- 



# Volunteer and In-kind giving

- ▶ Companies will often donate products or services to help nonprofits defray the cost of their project
  - ▶ Look for opportunities to involve volunteers. Studies show that volunteers are much more likely to make a donation than people who are not engaged in your organization or project
- 



# Resources



# General Resources

- [Funding for Good](#) – templates for fundraising letters, calendars, and other helpful tools
- [Philanthropy News Digest](#) – funding announcements and other resources
- [Guidestar](#) – search for nonprofits



# Grant resources

- [State of Maryland](#) – List of opportunities throughout the state (government and private)
- [Federal grants](#) – Lists federal grant opportunities (extremely competitive)
- [Chronicle of Philanthropy](#) (paid subscription) – offers lots of information on grant opportunities and trends in the field of philanthropy



# Potential Foundations

- The Campbell Foundation – <https://www.campbellfoundation.org/>
- The Bunting Family Foundation – Telephone: (443) 541-2447
- The Elizabeth B. and Arthur E. Roswell Foundation, Inc. – Telephone: (410) 347-7201
- Mary Jean and Oliver Travers Foundation, Inc. Telephone: (443) 286-8545
- The A.C. and Penny Hubbard Foundation, Inc. - Telephone: (410) 825-8221
- The Abell Foundation – <https://abell.org/>

**Source: Foundation Directory Online**



# Thank you!

Information Compiled by:

Lynne Matthews

