

Making Your Mark:

Mastering Multiyear Fundraising Plans



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Agenda

1. Introduction
2. Example Plan
3. Create & Share
4. Myths
5. Questions



Introduction to Multi-Year Fundraising Plans

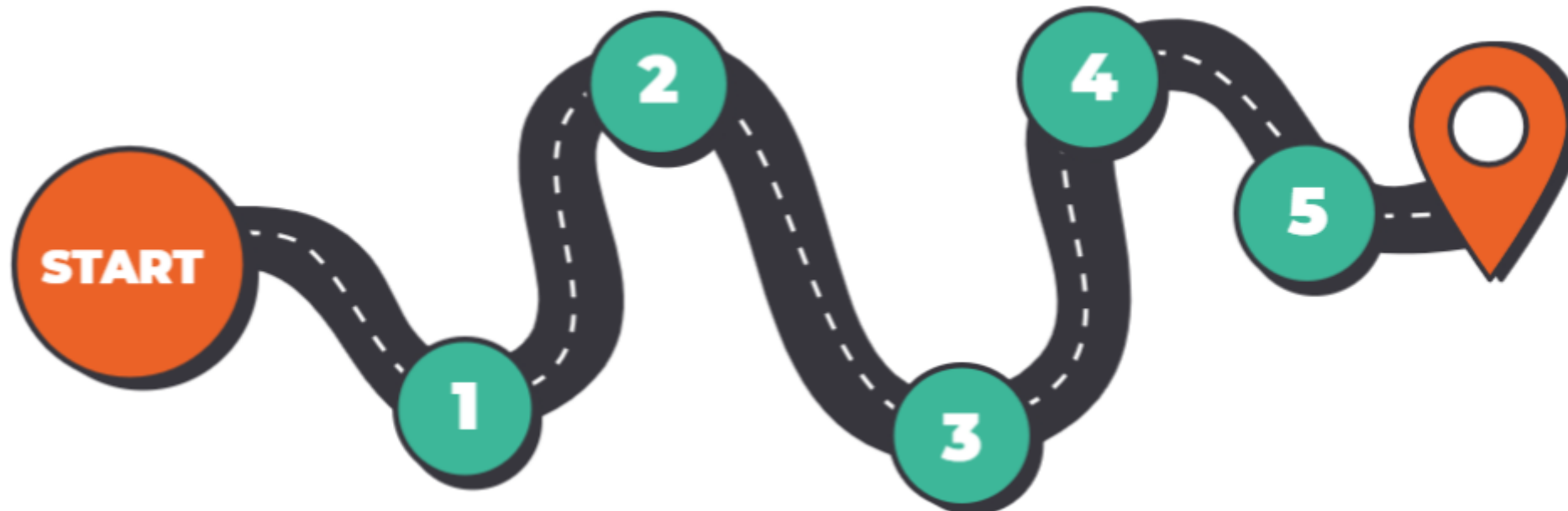


What is it?

Fundraising tool
Living document
Clear communication

Why use one?

Plan ahead
Achievable milestones
Clear roles



Multi-Year Commitments

Why Do Nonprofits Use Them?

- Reach a larger goal
- Build relationships
- Reliable income
- Plan ahead

The Possibility Project

Goal:

Impact 10 million kids by raising US\$25 million for club service projects

Primary Method:

Impact Club Commitments

Why?

Proven effective!

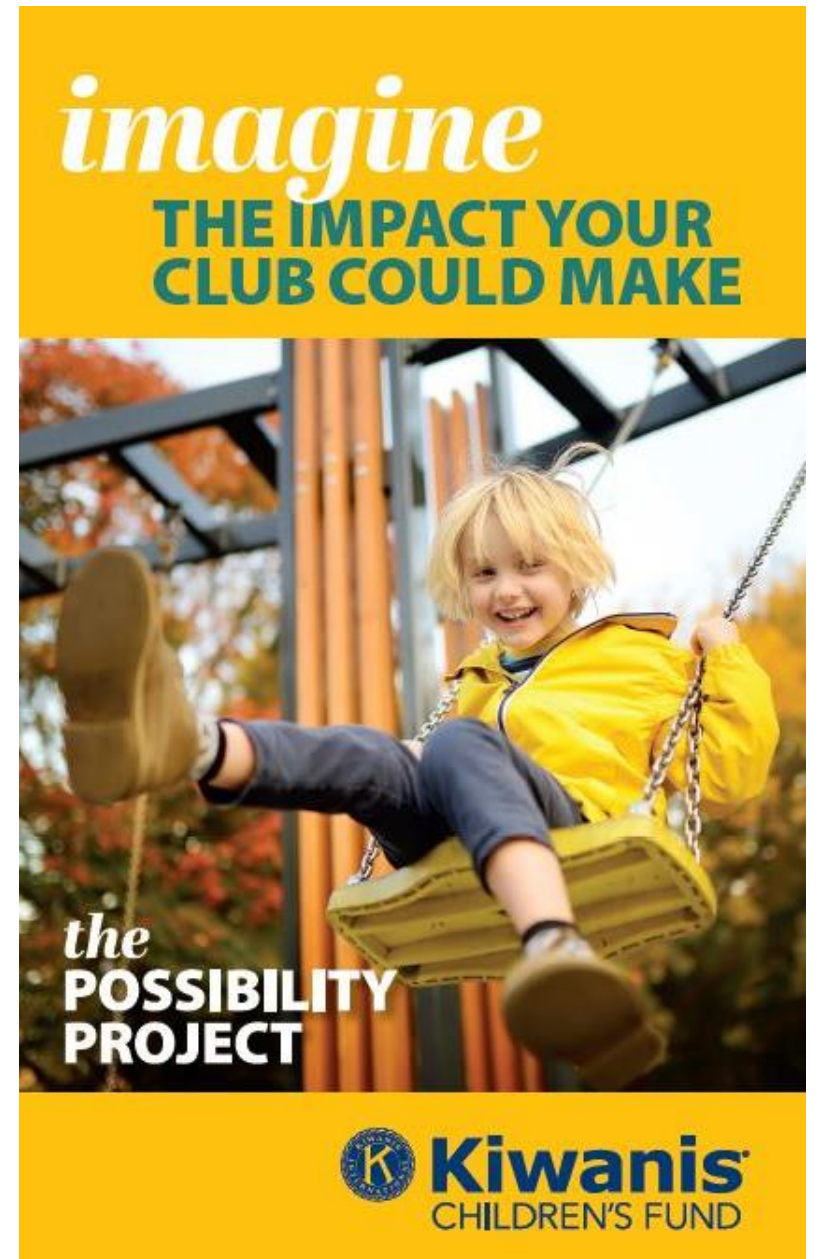
Why Make One?

- Increased impact
- Commit to a cause
- More meaningful gift
- Flexible

What is an Impact Club pledge?

Why should my club become an Impact Club?

- Help Kiwanians help more kids.



Getting Started

1. Determine your goal
2. Break down your goal
3. Determine fundraising sources
 1. Existing and new budget/events
 2. Goals for budget, events, members
4. Create calendar plan
 1. Five-year
 2. Annual



Example Plan



The Kiwanis Club of Baxter (Small Town, USA)



- 20 members
- Two large fundraising events
- Support a Key Club, local children's hospital and District Foundation
- A few members support the Kiwanis Children's Fund

Our Goals



Impact more children



Raise more money

But what is "more?"

\$500 per member over five years

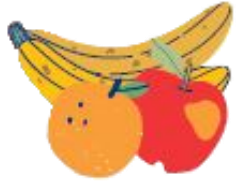
\$500 x 20 =

\$10,000

\$2.25 = 1 *brighter future*

~4,444 children impacted

Broken Down Goals



Impact more children
Impact 4,444 children



Raise more money
Raise \$20,000 in
five years



We will be part of an effort to impact 10 million children in our community and around the world



But How?

By making a multi-year fundraising plan!



Determine Fundraising Sources



Treasury



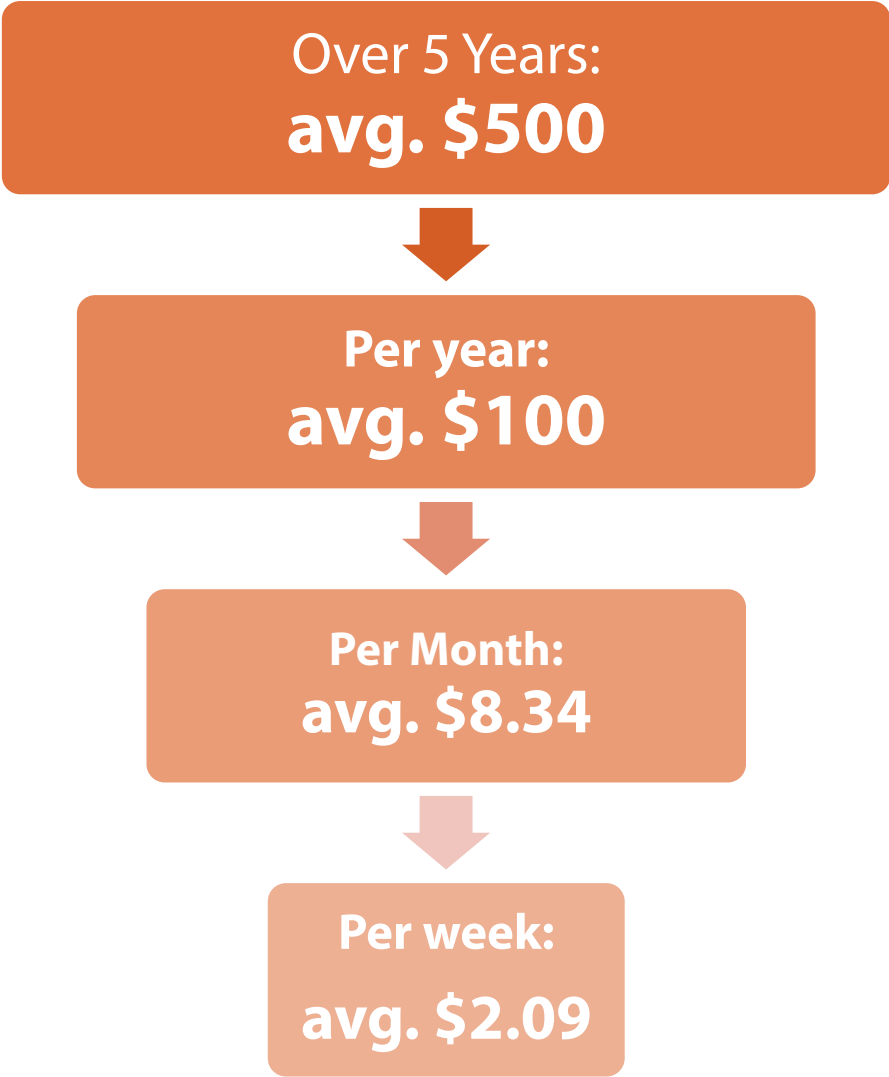
Fundraising Events



Member Giving

Fundraising Plan: \$10,000 over five years

Members	
5 Years	Each Year
\$10,000	\$2,000



Fundraising Plan: \$10,000 over five years

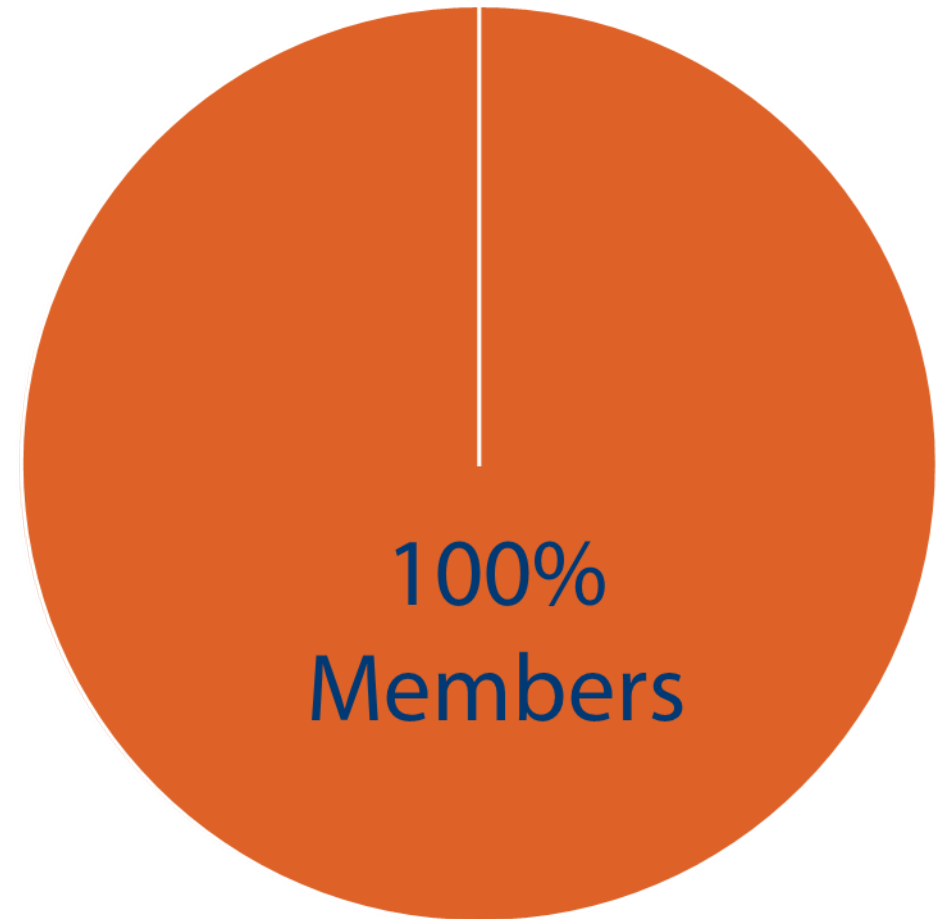
Members	
5 Years	Each Year
\$10,000	\$2,000



Fundraising Plan: \$10,000 over five years

Members	
5 Years	Each Year
\$7,500	\$1,500

Treasury	
5 Years	Each Year
\$2,500	\$500

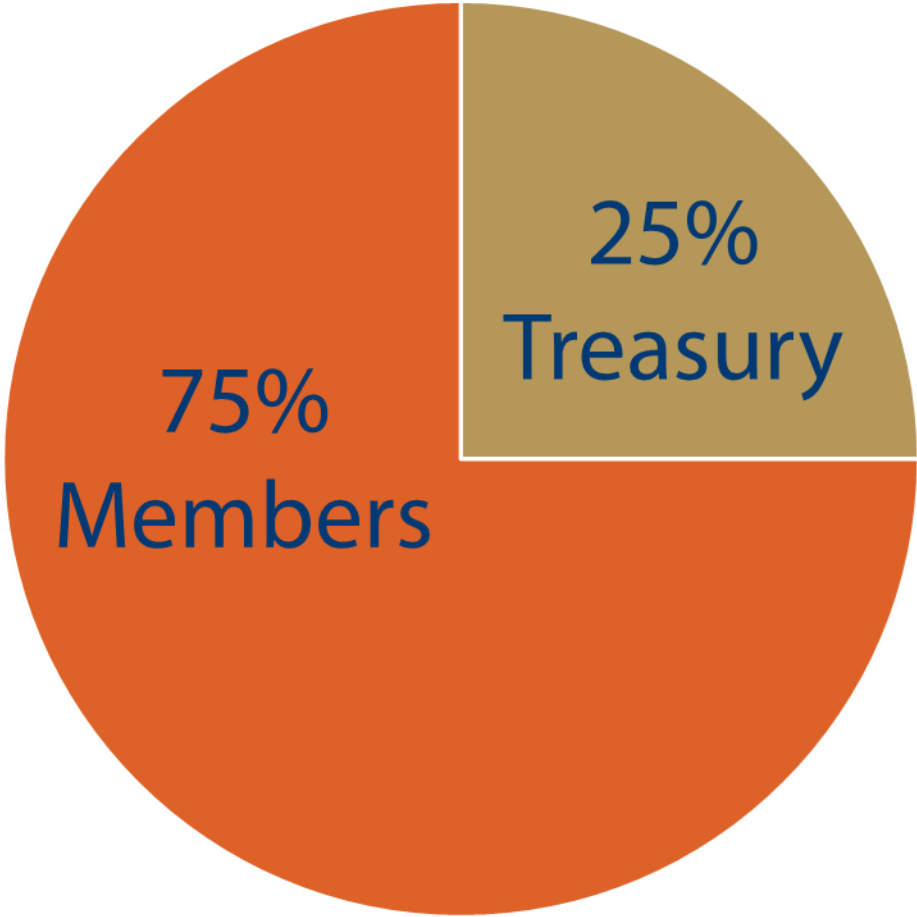


Fundraising Plan: \$10,000 over five years

Members	
5 Years	Each Year
\$5,000	\$1,000

Treasury	
5 Years	Each Year
\$7,500	\$1,500

Events	
5 Years	Each Year
\$2,500	\$500



Fundraising Methods

What we will do to achieve our goal



Club Treasury

% of Total Goal	Five years	Each Year
25%	\$2,500	\$500

Review

Where do we spend money?

How effective is our spending?

Causes

What are our commitments?

Do these commitments align with our club goals?

Changes

Where can we cut back or save?

Can funds be reallocated?

Club Treasury

Review

Where do we spend our money?
How effective?

Expenditures

Grants/Scholarships
Service projects
Events
Meetings
Club reserves

How effective is spending?
In terms of children impacted

\$2.25 = 1 child impacted
\$2,250 = 1,000 children

Causes

What are our commitments?
Do these align with our goals?

Commitments

Three children's causes,
District foundation, club reserves

Alignment: Yes!

Reallocate?

No, we want to maintain our level of giving

Additions

Where can we save?
What are our options?

Where to save:

Printing & Marketing
In-kind donations

Options

Decrease expenses
Tap into club reserves
Fellowship to honor members

Make your Gifts Count!



George F. Hixson Fellowship



Honors Kiwanis Clubs or members who give **US\$1,000** to the Children's Fund during the Kiwanis year

Dr. Wil Blechman Fellowship



Honors Kiwanis Clubs or members who give **US\$2,500** to the Children's Fund during the Kiwanis year

Gifts made from individuals, a club or a club foundation can be used to honor your generosity or someone's service.

Make an impactful gift while celebrating a deserving Kiwanis member!

Events

% of Total Goal	Five years	Each Year
25%	\$2,500	\$500

Review

What is working?

How effective are our events?

Revenue vs. expenses

Causes

What are our commitments?

Do these commitments align with our club goals?

Changes

Where can we cut back or save?

Can funds be reallocated?

Do we have capacity?

Events

Causes

What are our commitments?
Do these align with our goals?

Donations to:

Key Club
Boys & Girls Club
Children's hospital
District foundation

Alignment: Yes!

Reallocate?

No, we want to maintain our level of giving

Review

What is working?
How effective?
Revenue vs. expenses

Pet Contest (Summer)

Attendance: 500
Avg. Raised: \$3,000
Expenses: \$1,000
Donated: \$1,500

Pancake Breakfast (Fall)

Attendance: 300
Avg. Raised: \$2,000
Expenses: \$500
Donated: \$1,000

Additions

Where can we save?
Do we have capacity?
What are our options?

Where to save:

Printing & marketing
In-kind donations

Capacity

Events in two out of four seasons
75% of members volunteer

Options

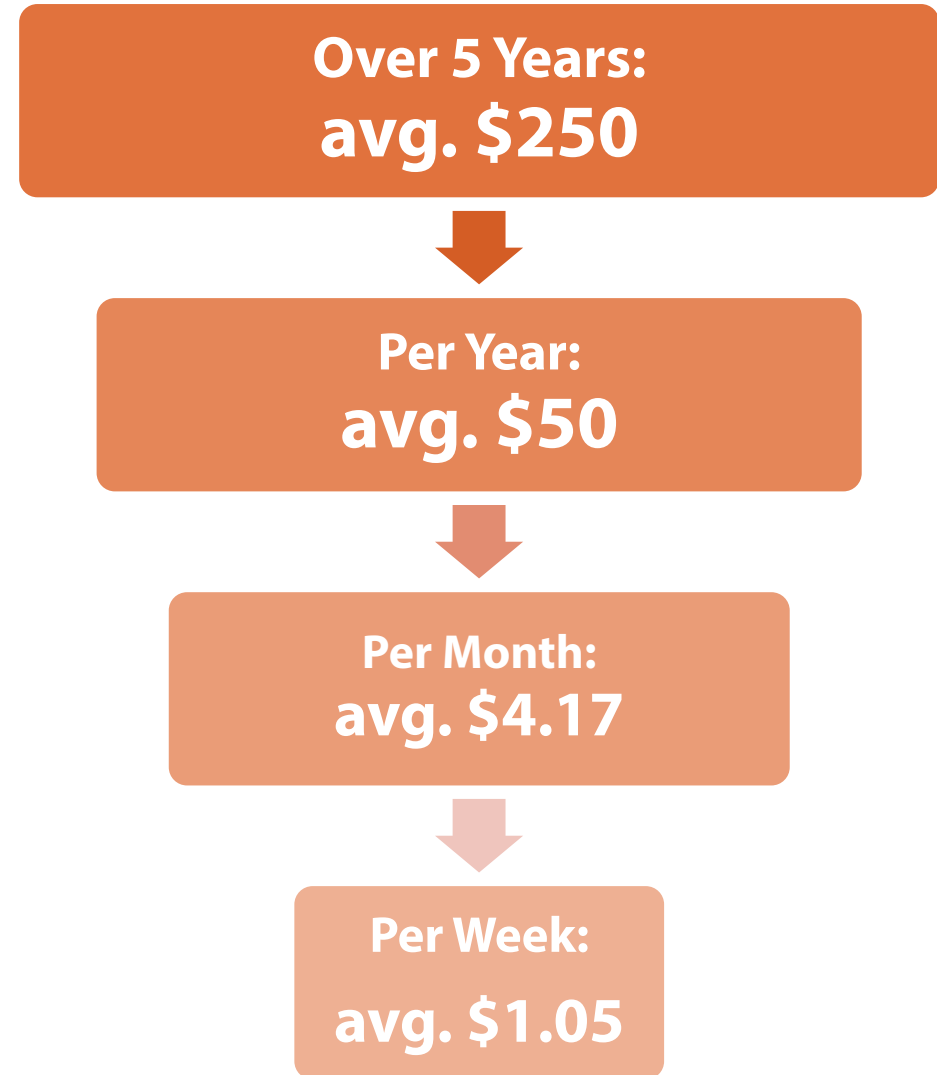
Decrease expenses
Increase event goals
Add low-lift fundraiser

Member Giving

Members	
Five Years	Each Year
\$5,000	\$1,000

divided by
20 members =

Individual Goal
\$250 by the end of
five years
\$50 per year



Member Giving Methods

Individual fundraising efforts

Personal donation

Individual multi-year commitments

Recurring gifts

Honor club members

The Kiwanis Club of Baxter's Five-Year Fundraising Plan



	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ANNUAL GOAL	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
MEMBER GIVING (50% of goal)	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
BUDGET (25% of goal)	\$500	\$500	\$500	\$500	\$500
EVENTS (25% of goal)	\$500	\$500	\$500	\$500	\$500
Total Raised:	\$2,000	\$4,000	\$6,000	\$8,000	\$10,000

Create & Share

Multi-Year Fundraising Myths



The Myth

That pledge amount is too high!

We have already created our budget.

I don't want to commit on behalf of future presidents.

We don't want to decrease our giving elsewhere.

Why would we give to KCF instead of funding our own projects?

The Reality

Break it down into achievable goals

A pledge allows flexibility & time to plan ahead

A pledge is not a contract

We don't want you to, either!

This is an opportunity to help your fellow Kiwanians, increase access to resources and impact kids globally

Key Takeaways



Be detailed



Be flexible



Define key players



Get group buy-in



Don't reinvent the wheel

Questions