

Fundraising and Building Partnerships

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Fundraising ... Where to Begin?

1. Project goals and outcomes
2. Available funding options
3. Identifying a strategy
4. Building beneficial relationships.



What are you trying to accomplish?

- Project elevator pitch!
- Put together a “one sheet” with details – purpose, timeline, work plan, budget, outcomes.
- Budget
 - What do you truly NEED?
 - What materials can be donated?
 - Be realistic! When in doubt over-estimate and give yourself a small cushion.



Funding Options

	Timeline	Pros	Cons
Donations	Depends – usually quickest	The majority of nonprofit fundraising comes from individual donors	Finding the right approach without feeling like a charity case
Sponsorships	A couple of weeks minimum, ideally 1-2 months depending on marketing collateral deadlines	Quick funding source – can be a great for in-kind donations	Lack of marketing breadth to persuade larger sponsorship accounts
Grants	4 – 6 months from submission to award	Much larger sums of money for in-depth project	Specific parameters, 501(c)3 status, restrictions on type of spending, finite time frame

Develop a Funding Strategy

EXAMPLE COMMUNITY GARDEN PROJECT	3 months	6 months	9 months
Needs	\$500 for kick-off event and supplies for 5 raised garden beds	\$1,500 for garden implementation and food stand supplies	\$700 for canning supplies and a food dehydrator
Prospects	Small municipal grant Local hardware stores Plant nurseries	Local plant nurseries Natural Foods corporations Compost companies	Conduct small crowdfunding campaign with incentives from the project
Approach	Contact the city for application assistance, delegate members to visit hardware stores with appeal letter	Network within the local food world to find contacts Send some compelling emails with pics from the kick-off event asking for meetings	Start building momentum for the campaign well before launch date. Ensure you can make good on your ask/promise
Follow Up!	Grant report once project is finished Thank you letters and pictures to donors	Invite donors out to a community garden work day along with a thank you card	Digital thank you and later follow-up with promised incentives (if any)

Building Beneficial Relationships with Businesses

- Start slow – it's like dating 😊
- Do your homework
 - Look at how a business is currently marketing themselves
 - Research their engagement in the community, sometimes this will be listed on their website for larger companies
- Funding from a business will generally come from two categories/budgets
 - Marketing department
 - Corporate Social Responsibility/Community Outreach/PR
- Find an approach
 - NETWORK!!
 - Email – find a way in – get creative, use LinkedIn
 - Request a meeting first
- Build the relationship from there...



Grants 101



When in Doubt.... GET CREATIVE!!!



Crowdsourcing – lots of options for this newer and popular funding strategy. Pay attention to the fine print. Check out organizations like IOBY who are designed for neighborhood centric projects.



Social Enterprise – have something to offer your community? Try your hand at starting a mission-based business or co-operative. Starting an LLC business in Colorado is a snap!



Savings Circle – every member donates a monthly fee and at a determined timeframe (every month, 3 months, 6 months) the sum is applied toward an approved project or member.



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