

MID-OCTOBER 2007

“Keeping the Lights On”



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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “Unrestricted Funding” Colleague,

Unrestricted funding, which pays for the electric bill and other ongoing overhead and administration costs, are further defined as ...

“Gifts made to further the general purpose or work of an organization, rather than for a specific purpose or project; also called general operating support, sometimes referred to as operating support.”

Organizations sometimes find themselves at a deficit in “keeping the lights on” since they may rely only on grants, which often do not cover expenses for organizational infrastructure. This issue of On-the-Go eTA will focus on how to find those necessary unrestricted gifts to pay the rent, electricity, computer, telephone, and other supplies and equipment that are essential to successful programming. Click on the titles on the right to learn more about...

Seeking Unrestricted Funds

Who Gives to General Operating Costs?

Using the Internet to Solicit Unrestricted Funds

Do you have questions about acquiring unrestricted funding support for your program? Contact us through LEADline@CampaignConsultation.com Access previous issues of On-the-Go eTA by clicking on the title at the right to learn more about annual fund campaigns and other information.

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Seeking Unrestricted Funds

Donors who give increasing amounts of support each year to annual giving campaigns are likely, if cultivated correctly, to become major donors for unrestricted support. An example of careful cultivation to attract general

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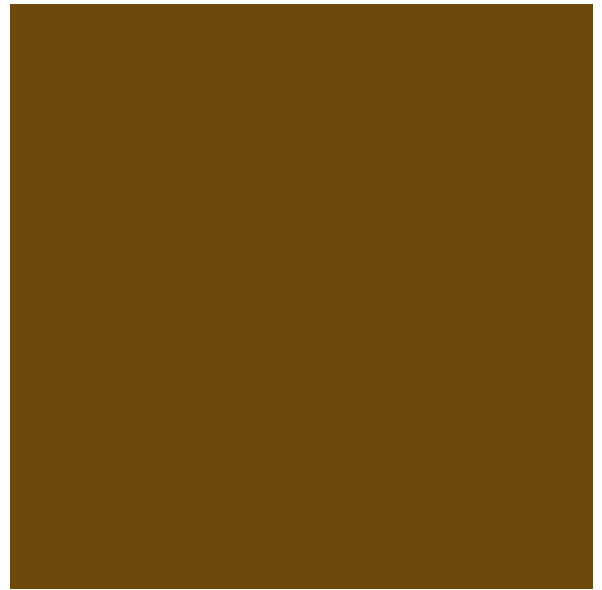
[Online Courses/ Webinars](#)

operating support, is the case of David R. Haworth, who recently made an unrestricted gift of \$15 million to High Point University in North Carolina. Previous gifts had always been earmarked for special projects.

Often volunteer leaders, with the most intimate knowledge of the organization's needs and its ability to manage its operations, give annual major gift support. They set an example that challenges others to give unrestricted support.

Since there is an understandable desire to want to know the impact of an unrestricted gift, you can promote satisfaction by ...

- teasing out and sharing the costs of certain services – i.e., \$50.00 will pay for the mentoring supplies for 5 children for five months – and including on your



annual mailing reply device.

- bundling general areas of service for annual giving appeals – such as “healthcare programs for children” – is a helpful technique for the reader to give to an area of interest while ensuring that the infrastructure necessary for the delivery of that service is funded.
- sharing how crucial annual unrestricted support is to mission fulfillment in every communication you send out – i.e., bulletins, newsletters, annual reports, thank you notes, meeting reminders, etc.

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Who Gives to General Operating Costs?

Each of the three main streams of private funding-- individuals, businesses and foundations—has its own approach when it comes to asking for funds to keep your program running on a daily basis. In general, the larger the request, the more likely the donor is going to want to exercise control over how it is used. Cultivating a solid base of donors of smaller but regular gifts that can be counted upon year after year will ensure that your programs can operate with the necessary staff, space and materials that are needed to be successful. Here is a partial list of who gives and how they give.

| Who Gives? | How Do they Give? |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Individuals | Individuals give smaller gifts to annual fund campaigns for general operation and build a reliable base of support. Web pages include solicitations for general support. |
| Businesses | Some companies match employee cash contributions to unrestricted support. Be sure to ask donors to check with their employers about this benefit. Business associations, etc. often demonstrate group support for your mission in the form of annual support. |
| | Approximately 24% of all foundations will support unrestricted or operating requests |

Share Square

Ask a leadership volunteer to give a challenge gift that matches 25%, 50% or 100% to

Foundations

requests.

Small family foundations are more likely to support operating costs.

every dollar raised for unrestricted support to prompt donors to increase the size or number of their gifts.

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[Click here to read this table in it's entirety about who gives and how.](#)

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Using the Internet to Solicit Unrestricted Funds

For some individuals, their preferred method of communication is through the internet. There are several ways you can use the internet to reach these tech-savvy donors and raise unrestricted funds for your organization. They include...:

- Appeals on your web page
- Appeals through an email list or an e-newsletter
- Donated banner ads run on another site, such a business partner
- Inclusion in charity portals, charity malls, or other independent fundraising sites.ontact Information

Fundraising through your own website by means of webpage appeals or email lists gives you the advantage of fast paced interaction with a donor. Just remember to keep your information fresh and respond quickly to donations just as you would with gifts received in the mail. The 48 hour turnaround for "thank yous" still holds, and an automatic email response lets the donor know that the gift has been processed appropriately.

Keep the following in mind when you are directing people to your web page...

- Pages must load quickly.
- The site must be easy to navigate so donors can find what they are looking for.
- You must give visitors the opportunity to communicate and receive feedback from a live person. and
- Donors must be assured that they can make secure gifts online.

Remember that online fundraising is an additional technique, and works best when integrated into your overall fundraising plan.

*“Faith in the institution
and trust in the*

[Click here to download the ePhilanthropy Foundation Code of Ethical Practices for raising funds on the internet.](#)

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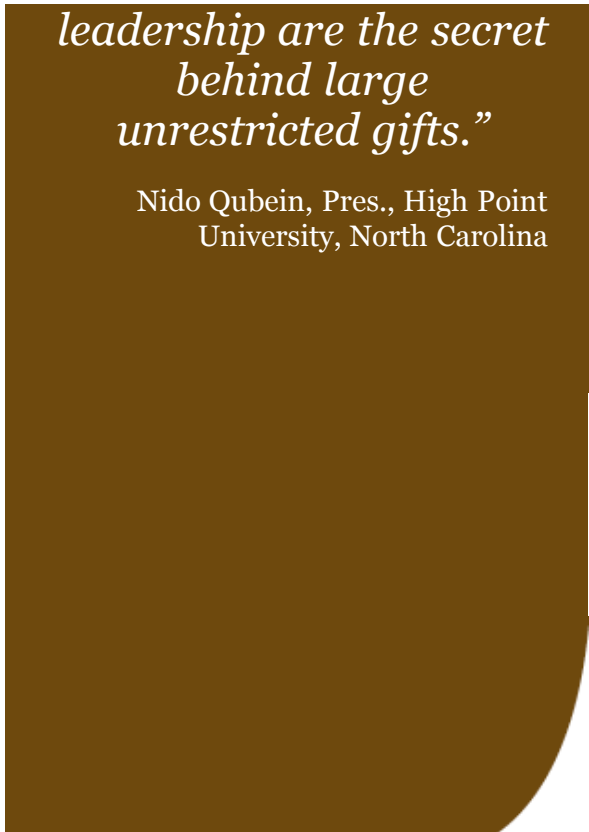
Let us know

Have you found ways to successfully raise unrestricted funds for your program?

Contact us at LEADline@CampaignConsultation.com (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA, We encourage you to [send this and other issues of OTG eTA to friends and colleagues](#) who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

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Details from above:

Who Gives to General Operating Costs? (cont.)

| Who Gives? | How Do they Give? |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Individuals</p> <p>They are your best source of general operating funds</p> | <p>Annual fund campaigns solicit smaller gifts intended for general operation and build a reliable base of support.</p> <p>Employee campaigns show solidarity and commitment by those on the front lines. They understand your operating needs best.</p> <p>Merchandising or revenue generation can make use of previously unrealized assets.</p> <p>Quasi - endowment or rainy day funds can allow interest generated to go into general operating budget.</p> <p>Special events galvanize the community, provide multiple ways to bring in revenue, and introduce new donors.</p> <p>Sometimes a real champion who has faith in your organization will make a major gift and allow you to use it where the need is greatest. Cultivate that champion and keep him/her informed of the work you are doing and how this gift impacts the overall effectiveness of your organization.</p> |

| | |
|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Businesses</p> <p>Are more likely to give gifts-in-kind or employee volunteers</p> | <p>Some companies match employee cash contributions. Be sure to ask donors to check with their employers about this benefit.</p> <p>Event sponsorships create visibility for local businesses.</p> <p>Business memberships clubs demonstrate group support for your mission.</p> <p>Target businesses that can offer product, space or services that you can use to keep you organization running on a day-to-day basis.</p> |
| <p>Foundations</p> <p>Have guidelines and priorities for what they will fund</p> | <p>Approximately 24% of all foundations will support unrestricted or operating requests.</p> <p>Small family foundations are more likely to support operating costs.</p> <p>Some foundations allow you to apportion some organizational operating expenses into proposals for project funding.</p> <p>Most foundations will limit the amount of requests you can make for operating costs over a period of time.</p> |

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Resources

The National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

The CNCS Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07

ePhilanthropy Foundation at <http://www.ephilanthropy.org>

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Learning Products and Services

LEADline:

(Learning Experiences At a Distance) LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

Contact us

LEADline@CampaignConsultation.com

GIZMOs:

(Giving Information for Zooming Money Objectives) GIZMOS are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-Roms, games, etc. They feature a myriad of fundraising topics such as The Power of Direct Mail, an interactive cd-rom and detailed companion booklet on developing your direct mail program. To order, contact us through LEADline@CampaignConsultation.com or call 410.243.7979 or toll free at 1.877.243.2253

The Chronicle of Philanthropy:

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a

year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested in mastering key skills need to write for individual donors.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**. Available through the Resource Center at <http://nationalserviceresources.org>

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Read Back Issues of OTG e-TA

- [September 2007 Revenue Generation](#)
- [July 2007 Using Celebrities](#)
- [Mid-June 2007 Foundation Proposals](#)
- [June 2007 Brochures, Newsletters and Websites](#)
- [Mid-May 2007 Women as Donors](#)
- [May 2007 Postage and Mailing Rates](#)
- [Mid-April 2007 Phonathons and Thankathons](#)
- [April 2007 Annual Fund Mailing Lists](#)
- [Mid-March 2007 Face-to-Face Asking](#)
- [March 2007 Government Funding](#)
- [Mid-February 2007 Rural Fundraising](#)
- [February 2007 Stop-gap Funding](#)
- [Mid-January 2007 Nonprofit Branding](#)
- [2006 Archives](#)

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