Best Practices
in Fundraising for
Community-Based Organizations

PCRG
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Executive Summary

This report is the result of research conducted on grassroots fundraising methods. Based on this research, best practices and general recommendations are identified to assist lower capacity community based organizations in building fundraising capacity. Types of funding, funding efforts, who to ask, and how to ask for funding are all included as important categories of fundraising. Several brief case studies are included to provide successful examples of these strategies being executed by local Pittsburgh organizations of similar missions and abilities. Two fundraising tools are provided to guide and organize funding efforts.

Methodology

Research was conducted by interviewing staff of eleven community development intermediary nonprofits and community-based organizations located in Pittsburgh, Pennsylvania. Organizations selected for interviews were identified by PGRG staff and members as exhibiting successful or unique practices in fundraising. Individuals were also recommended based on professional knowledge and experience in the same focus area. Interview questions were created based on the person’s or organization’s field of expertise, programs provided, and practices related to fundraising. The information provided in the interviews was recorded and reviewed, and general recommendations and best practices were created from commonly mentioned successful practices, programs, and advice. Online research helped guide the creation of interview questions and confirmed certain best practices. The three case studies included were selected to provide examples of successful grassroots fundraising strategies that also engage community residents to support local projects. The fundraising tools provide assistance in tracking all of the funding sources for a specific project or program and outlining the process of acquiring a specific funding source.

How to Use This Guide

This report has identified thirty-eight fundraising best practices, each of which can be tailored to fit your organization. Consider your organization’s size, capacity, and needs to determine which best practices can be implemented. While a variety of best practices and suggestions are provided, it is not meant to be prescriptive or all-inclusive. Rather, this guide is meant to help organizations quickly assess their performance and capacity and then set realistic goals to improve their fundraising strategies.
Fundraising

There are many different ways to receive funding as a nonprofit community-based organization (CBO). From formal foundation grants to donations from a neighbor, a CBO should strive to use every type of funding opportunity they can. Having a diverse range of funding sources and being aware of fundraising alternatives and nontraditional resources helps alleviate some funding pressures, allowing for a broader range of support. This approach is especially critical for all-volunteer organizations to fundraise to their fullest capacity.

Types of Funding

Grants

Grants are monetary gifts, acquired through the submission and acceptance of an application by a 501(c)3 nonprofit. They are meant to meet a particular need and are not required to be repaid to the funder. Grants can be offered by foundations, the government, local organizations, and corporations.

1. Organization needs must agree with the foundation’s giving priorities

Foundations usually focus their giving on specific interests or geographies, so making sure the organization aligns with those categories is important before beginning the application process. Other application requirements will be specified by each foundation. Provide only and exactly what the foundation asks for in their application.
Focus on local foundations before national

Focusing on local foundations is beneficial, as their general giving attention is directed at local communities. This means that there will be less competition for their funding opportunities than for those of a foundation that gives nationally. Having the foundation be knowledgeable of the area you are serving and invested in its growth specifically could also be helpful, especially for smaller organizations.

Know the foundations’ giving structures

Becoming acquainted with how and who foundations generally give to will help organizations decide which grants to pursue. Be aware of the timing of grant proposal submission deadlines and award dates. Some foundations also require an initial Letter of Inquiry, which briefly explains the goal of the project to be funded, to be approved before an organization can submit a full grant proposal. Some foundations, like the Heinz Endowments in Pittsburgh, are also able to provide funding up to a certain amount without board approval, allowing for that funding on a rolling basis rather than an application deadline. Knowing which foundations provide rolling application opportunities could be important when planning funding and sources.

Government Grants

Support community development projects through the Community Development Block Grant (CDBG)

This type of funding generally provides support for operating expenses for CBOs with projects related to facilitating residential and/or commercial development within the city limits. The funding can support “greening” projects as well, but typically will not fund lone projects that do not advance a community-driven vision. ACCBO is the advisory committee for the City of Pittsburgh that determines how the funding is distributed. This advisory committee is currently attempting to refocus some of their funds to alleviate risk and provide early stage capital for community groups, allowing more support to small and newly formed organizations.

Elected officials may provide community funding

Elected officials often times have access to funding to support their community. For example, members of Pittsburgh City Council typically have an allotment of CDBG funds that they may designate for projects and organizations. This is an easily accessible resource, as the funding must be spent on their community. General support from elected officials will be beneficial as well for other programs and projects in the community, and they can serve as an advocate for your application to receive funding from other sources.
Organizational Support

Intermediary and issue-based organizations support smaller organizations and projects

Smaller grants awarded for specific programs or functions are offered through other local organizations. These are ideal grants for new or smaller organizations to go after, as it allows them to build some community capacity and successes, which will help secure larger grants from foundations in the future.

Examples:

- **Neighborhood Allies**: Small and Simple Grants up to $15,000 per year for short-term, provide immediate needs for an existing project or program and for new or pilot projects.
- **Sprout Fund**: Seed Awards of $500-$10,000 for projects and programs in the early stages of development.
- **Awesome Pittsburgh**: Awards $1,000 a month to different people or organizations for creative community projects.

Grants from corporations provide another option besides foundations for funding:

A more concrete form of business giving is through corporate grants. Like foundations, many corporations have grant giving programs. Applications, requirements, grant amounts, and time of giving are dependent on the company. When applying, it is important to note how their giving will help them and their goals in addition to supporting the organization.

Example:

- **Google for Nonprofits** and **Google Pittsburgh** provide grants as well as in-kind donations and google services. Google Ad Grants provides up to $10,000 per month for advertising organizations on Google. Other services are also available.

Financial institutions also have grant programs and giving pools that nonprofits can look to for funding. Such local institutions include banks like PNC and insurance companies like Highmark Blue Cross Blue Shield.

Gifts

A gift includes any voluntary donation to an organization. While outreach or an ask may be included, the individual or company providing the gift makes the decision to donate and the amount to give. Monetary gifts can be as small or large as the donor desires. Gifts can also be non-monetary items for donation drives or events.
Individuals

8 Individuals are one of the most important fundraising resources

Gifts from individuals, especially for smaller community organizations, are very important and often the leading form of fundraising. Since community-based organizations work to provide resources to the community and its residents, its physical presence and social outreach easily creates relationships and supporters. Even when larger funding sources are secured, individual giving is still important and a vital resource.

9 Maintain relationships to reach the highest level of giving

Individuals can give in a variety of ways, the simplest being single donations. These are small scale, out of the pocket donations made throughout the year from residents, supporters, and friends.

Major gifts are usually significantly larger than single donations and can greatly impact the organization. Relationship building is essential for receiving major gifts, since major gift donors begin as single-donation donors. A major gift is a planned contribution from the donor. If it is small enough to come “out of the pocket” it usually is not considered a major gift.

The largest gifts from individuals that take the most thought are planned gifts. These are decisions people make during their lifetime to create a lasting effect on an organization they support after their lifetime ends. This can include a bequest in a will, charitable lead trusts, non-cash assets, and more.
Corporate Giving

10 Tap into businesses where current volunteers and donors are employed for matching and volunteer programs

“Dollars to doers” type programs at large businesses support the organizations their employees are passionate about. If an employee volunteers at an organization, their company may provide a monetary donation to that organization. Most companies with these types of programs have a minimum number of hours the employee must volunteer before they make a donation. This provides the nonprofit with volunteers as well as financial support.

“Gift matching” is also popular among businesses. The company will match an employee’s gift to the nonprofit they support. This gives the nonprofit double the amount the individual would have given on his/her own.

11 Relationships with local businesses can provide fundraising nights and in-kind donations

“Fundraising nights” at a local business or restaurant are a more social way to raise money. With the business’s approval and planning, a portion of the proceeds for a determined time period will be donated to the organization. Depending on the business, specific requirements and restrictions may apply. Outreach before the event will help bring in more customers. Not only does this help the organization, but it also gives the business attention and a positive reputation for supporting a local organization.

Companies can support nonprofits with non-monetary donations as well, through in-kind donations. In-kind donations include anything from products, gift cards, and volunteers. Some companies may prefer this type of support over monetary donations until a relationship is formed, as it is of little cost and effort to them.

Board Giving

12 Board giving encourages individual giving

While board gifts generally won’t “make or break” the organization, board giving shows the public the board’s dedication and investment in the organization. This action will hopefully encourage others to become invested in the organization as well.

13 Provide a balance between board participation and expected giving

Depending on the organization, a board-giving minimum requirement may leave out potential board members. Alternatively, members who could and would give more than the minimum may no longer do so. Members could also provide more valuable support through committee participation and outreach, which is also very important to the organization. Use the needs of the organization to determine which structure to establish.
Organizational Efforts

Organizations have planned actions to acquire funding. The sole purpose of these activities is to fund the various areas of the organization. They include events and campaigns to fund specific projects, organizational decisions to charge fees, online efforts, and participating in funding programs.

Special Events

Align the event with its fundraising purpose

Events may be created for the purpose of raising funds or attention. “Friendraisers”, held to gain publicity, may not have the purpose of raising funds, but allow the organization to be seen. Then, when there is a fundraiser, the public will be more likely to give, having already seen some of the work and activities the organization does in and for the community. Connecting the event with the organization’s mission will help create a greater response and impact.

Example:

Friend and fundraisers: dinners (spaghetti, etc.), pancake breakfasts, 5k races and walks, concerts, candy and hoagie sales, community days, holiday celebrations, auctions, galas, night at the races, and any awareness activity that displays an organization’s work and mission.
Alleviate event costs through sponsorships, in-kind donations, and partnerships

It is important to be aware of the costs of putting on an event. If an event will break even or cause a slight deficit but will allow the organization to gain supporters and future donors, it may still be worth the money and planning efforts. That being said, there are ways to save money while planning events. Considering sponsorships provides a donation from businesses to support the event. In return, the business is promised visibility at the event, including their name in the program, on event signs and flyers, and being mentioned during the event. Lastly, the organization should take advantage of all in-kind donations and partnerships available. In-kind donations could include food, raffle items, party favors, equipment, tables, chairs, and more. Partnerships allow for joint event efforts, event space, volunteers, and any additional help needed.

Campaigns

Annual Campaigns support operation and ongoing costs

Campaigns are a popular form of fundraising for nonprofits. An annual campaign is a yearly effort to raise funds that are typically used to offset an organization’s operational and ongoing costs. It is usually an organization’s main source of unrestricted contributed income. If a funding effort isn’t directed toward one specific project or program, the funds collected go toward the annual giving fund. This includes special events, direct mail, and personal asks.

Online Campaigns reach a broad donor base

Online giving campaigns are similar to traditional campaigns, but are run through an online platform. They usually include a fundraising goal with a specific time frame and fund a specific project or effort. If successful outreach, networking, and sharing are practiced, these campaigns reach a very broad donor base. Setting a time frame helps push funding efforts in the final hours of the campaign. Providing live updates of donations also helps to show how close to the fundraising goal the organization is.

Capital Campaigns raise necessary funds for large investments

A capital campaign is a carefully organized, highly structured fundraising program to raise funds for specific needs (such as a new building or equipment), to be met in a specific time frame, and with a specific dollar goal. Because the campaign is a huge portion of the fundraising efforts, often times an event is used to kick off and/or end the campaign period. This type of campaign receives and expects large donation amounts and therefore allows donors to pledge gifts to be paid over a period of time. Donor recognition is common for the generous gifts.
Online Fundraising

20 Crowdsourcing and crowdfunding helps small and local projects succeed

This technique provides online outreach to fund and support projects by nonprofits and local residents. This is an excellent way to empower the local community to support, raise money, and spread the word about the projects they want to see in their neighborhoods. It’s also the perfect platform to tell the community’s and residents’ stories to create a personal connection with the prospective supporters and funders. Updates of the project can be included to inform those involved of the progress being made from the donations they gave. It could also be a way to gain more donations by showing how far the project has gone but won’t be finished without additional help.

21 Provide stories of successful local projects to promote growing grassroots community efforts

As online fundraising and crowdfunding is growing and becoming more popular, it is hopeful that foundations will start to recognize and fund grassroots community development efforts, along with those of traditional larger and stable nonprofits. It is important to share the stories and successes to the public and foundation community to show where community development efforts are heading.

22 Participation in existing fundraising platforms requires low to no cost or effort

Another online fundraising strategy is participating in existing platforms, like the Pittsburgh Day of Giving. It is a designated day during the year to donate and raise funds for different organizations in the Pittsburgh area. With all participating organizations on one website, it provides a centralized area for all of the organizations that want to be involved and gain attention from the public. Small or new organizations can take advantage of this, as it will help them get publicity and raise money at little cost and effort.

Membership Organizations

23 Membership fees provide additional money to the organization

A nonprofit can determine whether or not they want to be a membership organization. Depending on the organization, individuals, families, professionals, and other organizations can become members for an annual fee. This fee can be small enough to welcome all of those interested, but still provide additional funds to the organization.
Service-based organizations benefit from having members

Organizations that provide services are likely to be membership organizations. The members may receive discounted or exclusive services in return for their annual fee.

Fees for Service

Charging fees increases service capacity

Nonprofits can charge a fee for different services they provide. The fee helps with costs to provide those services, including any necessary materials. It also allows for additional services to be added and for improvements of current services.

Provide multiple fees for different services depending on service level

While organizations do not want to turn anyone away from receiving their services, charging a fee is a great way to raise money for the organization. Organizations could consider having some services be donation-based or free for basic assistance, but have a fee for advanced services to accommodate all populations and needs.

Tax Credits

Community organizations should take advantage of tax credit programs

Businesses invest in distressed and low income community development efforts in return for a tax credit. Different percentage tax credits are granted based on the length of investment in the community and the type of program. Organizations must apply to the programs, with each having specific requirements.

Example:

_Pennsylvania Tax Credit Programs:_ Neighborhood Assistance Program, Neighborhood Partnership Program, Special Program Priorities, Enterprise Zone Program, and Charitable Food Program.
Social Media

28. Provide a “donate” button on the website

Many organizations include a “donate” button on their websites. Making it easily accessible and designed to stand out on the page is important. Ease of use is essential to collect the most donations possible.

29. Update followers on project and program progress to show direct funding results

While not a direct form of fundraising, social media can be used to encourage giving. Simple upkeep with social media sites can inform followers of recent efforts and successes, as well as a brief plug to donate to the organization. This will help create transparency of the organization and reach a broad range of individuals. Some social media sites include Twitter, LinkedIn, Facebook, YouTube, and Instagram, as well as many others. The most effective social media site will be different for every organization, depending on its desired outreach, mission, work, and followers.

Who to ask for support

Determining who to focus on asking to support the organization is important for efficient, successful fundraising. Based on board and volunteer capacity, priority donors should include those with interests in the mission of the organization as well as existing relationships. Local businesses also provide support and connections to the community.
**Individual Donors**

Focus on natural supporters, existing relationships, connection to mission, and capacity to give

When considering donors, it is important to think about who the natural supporters of the organization would be. For example, universities have alumni, hospitals have patients, and neighborhoods have residents. Three criteria that are helpful when determining donors are access to the donor through an existing relationship with the board, staff, or volunteers, potential belief in the organization’s cause determined by a donation to a similar organization, and the giving capacity allowing for charitable donations.

**Institutions in the Community**

Create relationships with institutions in the community

Reaching out to institutions with a physical presence in the community helps build relationships and partnerships. Any business, including banks, hospitals, coffee shops, cafes, supermarkets, and locally owned companies would be beneficial to get involved with. Building relationships creates a more connected community that not only supports each other but also works together. Meeting spaces, food, sponsorships, and services are provided for each other. Some businesses are also generous enough to provide gift cards or other donations with just a simple ask.

**Ongoing Support**

Focus on relationships with previous supporters

Once an individual or business supports an organization, it is likely that they will provide support again. Therefore, while finding new supporters is always important, efforts should also be focused on previous supporters. This is important because donations tend to increase as relationships grow. Additionally, contrary to some beliefs, donors will support multiple organizations of similar missions, as they feel strongly about the cause or work provided.
How to ask for support

There is a broad spectrum of ways to ask for support, from formal grant proposals and applications to asking an individual for a donation. No matter how diverse the resources, general key elements can be applied for all and should be considered in preparation for asking for support. Such elements include relationship building, preparing a case statement, and creating a fundraising plan. Each strategy increases the organization’s chances of receiving support from those asked.

Relationship Building

33 Relationship building includes interactions between asks

Organizations should keep donors involved all year round. Providing updates on projects and other efforts will keep the donors engaged and feel more involved with the work being done. It will also provide evidence of how their contributions were used and hopefully encourage them to donate again. Relationships also tend to lead to new relationships, which would increase the organization’s donor base.

34 Close relationships with foundations produce larger grants

Organizations, usually through their board of directors, build relationships with foundations by meeting with and talking to the program officer or person(s) who make the grant decisions. The discussions should include the foundation’s giving areas, interests, and priorities as well as the organization’s mission and funding plans and needs. Multiple conversations about a project or idea and how it would fit into the foundation’s giving area should occur before an “ask” is even made. First-time grants are usually for less than the “ask”, half of the request if lucky, but as relationships continue to grow and the organization has successful projects, the grant amounts and support will increase.

35 Showing interest in individuals and businesses improves relationships

Almost the same strategy for foundations can be used for individuals and businesses. A friendly relationship must be made before money or other donations are given. The time and effort put into reaching out to individuals will hopefully be noticed and appreciation will result in the support of the organization. It is important to show concern for individuals’ interests and how they align with the organization’s work. Enacting a project or program because of those interests will further increase support.
Case Statement

When asking for support, be prepared by having answers and information ready

When providing information about the organization, programs, projects, and ideas in hopes of receiving funding, answers to these questions should be considered:

- Why does your organization exist? What is your mission? What are the specific problems that you plan to address? What methods will you use to alleviate these problems? How qualified are your board members, staff, volunteers, and community alliances to tackle these problems? Who will benefit from your work? Do you have a successful track record? What resources are needed to advance your efforts? How will you raise the needed funds?

Fundraising Plan

Fundraising plans create efficient program and funding planning

A fundraising plan should be created to help the organization track its fundraising efforts and goals. Items in the plan include the goal, funding types, timeline, and responsibilities. The goal is the desired amount of money to be raised, considering the costs of the organization’s needs, including operations and programs. Funding types include the forms of funding that will be used to reach the goal. The more diverse in terms of quantity and types of funding sources that are targeted, the better the chances of reaching or even exceeding the goal. It is also never a bad idea to strive to raise more than the goal, in case a loss of funding or unexpected expense occurs.

Fundraising plans determine the organization’s fundraising capacity

The timeline is important to include in the fundraising plan, as it provides the schedule for when funding activities, like events and campaigns, will occur, when funding will be received, and deadlines for proposals as well as preparation work leading up to larger events and efforts. The last part of the plan, responsibilities, lists the person(s) involved with each funding activity. Including this information helps determine the capacity of fundraising efforts within the organization, based on available people and time.
**Putting It All Into Practice**

Using successful fundraising strategies is very important for organizations with little or no staff. Since time is a valuable thing, putting plans in place can relieve some stress and time spent on fundraising efforts. The tips and best practices mentioned should be used to efficiently secure desired funding.

Establishing a diverse funding base is very important. One focus should be on individual supporters as well as businesses and organizations in the community for donations, partnerships, and in-kind support. Another focus should be on local foundations and organizations that offer grant programs. Considering different actions within the organization can also increase funding. Becoming a member organization with an annual fee and providing services for a fee are two options. Online outreach and fundraising easily informs the public about the organization and expands the donor base. Lastly, events allow for visibility of the organization and bring the community together. Smaller outreach events to build the number of supporters could be followed by a larger, more fundraising-focused event.

Almost every aspect of fundraising involves relationship building. Relationships usually must be established before a donation is made, and the stronger the relationship, the larger the donation. For organizations, relationship building should start with existing board and volunteer relationships with the public, as friendships are already established and there is hope for automatic support. Current connections should also be used to meet and create new supporters. The more connected and informed the supporters are, the better the chances are of retaining relationships.

Not only having connections and community relationships, but being able to communicate the organization’s mission is vital to receiving support. Having a case statement will best prepare those involved with the organization to provide the necessary information most donors are concerned about. Why the organization exists, what work it is doing, and how it plans on doing and funding that work are some topics to cover.

A fundraising plan is highly recommended for every organization to track and organize funding. The plan does not have to be technical, but created in a way that everyone in the organization can comprehend. Including planned efforts, actions taken, and funds received, not only helps interpret the current funding situation, but it also provides information for making decisions of funding strategies for the next year.
**Fundraising Case Study**

**Crowdfunding: IOBY**

IOBY (In Our Back Yards) is an online crowdfunding and resource-organizing platform. It promotes and supports resident-led projects in their own neighborhoods. IOBY assists with the fundraising campaign process as well as finding volunteers for project implementation. It also has a flexible finish policy, which allows the budget and deadline to be altered, and any funds raised can be kept even if the goal is not reached. With an 87 percent funding success rate for users, there have been almost 700 successfully funded projects around the country. Many projects in Pittsburgh have used IOBY, and it has partnered with GTECH, The Sprout Fund, and other organizations for projects they support.

The typical types of projects on IOBY are those that can be completed during an all-day event and tend to focus on open spaces and greening, education, public health and nutrition, compost, recycling, clean air and water, or climate change. These smaller community projects allow for quick successes and provide examples of community efforts to encourage larger action, change, and support. IOBY projects have an average funding goal of $4,185 which is typically reached through many small contributions, the average being $75 but also as small as $10. While some projects are fully funded through IOBY, others often leverage funding from other sources.

A local example of an IOBY project in Pittsburgh includes the Deutschtown City Steps Mosaic Mural in the North Side. The project raised $3,431 through donations from 30 individuals and families to cover the bottom base of a set of cement city steps with a mosaic mural. The project was created to add something visually appealing to the neighborhood in a high traffic area. While two artists put together the mural, over 20 community residents participated in a workshop to create the pieces to be included in it.

Other fully funded North Side projects include a historic cottage premier open house event with a $7,000 goal funded by 75 donors, a promotional video for the Deutschtown neighborhood with $2,062 raised by 16 donors, and $1,000 dollars from 16 people to purchase a sound system and projection equipment to be rented by residents, community groups, and organizations hosting events. It is very apparent that the projects are of a wide range and there are people to support every one. If one person has an idea it is likely that there are others out there that have the same one and will support it; all that has to happen is getting it out there to those people and crowdfunding is one way to do that.
Fundraising Case Studies

Special Event: Soup N’at

Soup N’at is a social fundraising event. For the price of ten dollars, a soup dinner is provided to the attendees. The soup is donated from many different Pittsburgh restaurants. Free sides like bread as well as locally crafted beer are also provided. The main purpose of the event, however, is to support local artists of all kinds. Prior to the dinner, artists apply with an idea or program they would like to have funded. Five artists are chosen to be highlighted at the dinner, where they present their idea to the attendees. Each person then casts a vote for the artist they want to support. Whichever artist receives the most votes goes home with the proceeds from the dinner to fund their project. The proceeds average from $500-$1,000, but vary with the number of attendees.

This event is a great example of the community coming together to support local projects and initiatives. It is a volunteer-run event with support from the Union Project and New Sun Rising. Partnering the artist presentations with a dinner encourages more people to attend and donate, as they are receiving something in return for their support. If people know of a specific artist involved in the contest, they will more likely attend and invite others to the event to provide support for that artist. It can also introduce people to new artists in the community.

Special Event: Empty Bowls

Another social event focused around a soup dinner is the Empty Bowls Dinner. Co-hosted by the Greater Pittsburgh Community Food Bank and Just Harvest, the event provides a dinner of soup and bread donated by various Pittsburgh restaurants to the attendees. The soup is served by local celebrities of the sort in ceramic bowls made and donated by professional and amateur artists. The bowls are then taken home by the attendees. Additional entertainment is provided by the Children’s museum and the event features a bake sale and a silent auction of art and autographed soup bowls. Tickets range from $22 to $25 and support the co-hosting organizations.

Different from Soup N’at, this soup dinner has more of a connection to the funds being raised, where both organizations fight for food security. The simple dinner reminds those attending of the hunger faced by many throughout the region with limited access to food. Volunteers are used during the dinner and bowl-making events are scheduled for those who wish to participate in the weeks prior.

The event in 2016 marked the 21st Empty Bowls Dinner. Being able to have this event two decades is a great accomplishment and should be considered a successful fundraising example. While it probably started as a smaller event, it has grown to have two separate seating times with 1,200 to 1,500 bowls donated.
### Fundraising: Project Funding Chart Example

<table>
<thead>
<tr>
<th>Project Funding Chart</th>
<th>Organization:</th>
<th>Year:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name of Project</strong></td>
<td><strong>Total Project Cost</strong></td>
<td><strong>Targeted Funding Sources</strong></td>
</tr>
<tr>
<td>Healthy Living (includes cooking classes, farmers market, fitness activities)</td>
<td>$28,000</td>
<td>Sponsor(s)</td>
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<tr>
<td></td>
<td></td>
<td>Small and Simple grant from Neighborhood Allies</td>
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<td></td>
<td>Activity attendance suggested donations</td>
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<tr>
<td></td>
<td></td>
<td>Individual donations through solicitations</td>
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<tr>
<td>Home Repair (for senior citizens and veterans) + Classes</td>
<td>$50,000</td>
<td>Home Depot Community Impact Grant</td>
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<td></td>
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<td>Volunteers</td>
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<td>Arnold Foundation Grant</td>
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<td></td>
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<td>Sponsor(s)</td>
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<td></td>
<td></td>
<td>Partnership</td>
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</tbody>
</table>

Use this chart to keep track of the overall funding for each project or program. Continually edit the chart to keep it the most up to date as possible.
Use this chart to keep track of the overall funding for each project or program. Continually edit the chart to keep it the most up to date as possible.
Include all tasks and duties associated with fundraising efforts, when they should be completed, and who will complete them.

<table>
<thead>
<tr>
<th>Year</th>
<th>Task</th>
<th>Organization Name:</th>
<th>Fundraising Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Fundraising Activity Chart Example</td>
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**Fundraising: Funding Activity Chart Example**

<table>
<thead>
<tr>
<th>Task</th>
<th>Who is Responsible?</th>
<th>Month</th>
<th>Timeframe</th>
<th>Grant Activity Is Finished</th>
<th>Grant for $30,000</th>
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</table>

Note: The chart is incomplete and requires specific details to be filled in.
Include all tasks and duties associated with fundraising efforts, when they should be completed, and who will complete them.

<table>
<thead>
<tr>
<th>Task</th>
<th>Who is Responsible?</th>
<th>Timeline</th>
<th>Task</th>
<th>Funding Activity</th>
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<td>Year</td>
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</table>

PCRG | Best Practices in Fundraising | A4
# Contact List

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colin Kelley</td>
<td>NeighborWorks Western Pennsylvania</td>
<td><a href="http://nwwpa.org/">http://nwwpa.org/</a></td>
</tr>
<tr>
<td>Katie Hale</td>
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<tr>
<td>Rachael Surmick</td>
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</tr>
<tr>
<td>Alan Sisco</td>
<td>Rebuilding Together Pittsburgh</td>
<td><a href="http://www.rtpittsburgh.org/">http://www.rtpittsburgh.org/</a></td>
</tr>
<tr>
<td>Talia Piazza</td>
<td>Neighborhood Allies</td>
<td><a href="http://neighborhoodallies.com/">http://neighborhoodallies.com/</a></td>
</tr>
<tr>
<td>Shikha Jerath</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andrew Butcher</td>
<td>GTECH</td>
<td><a href="https://gtechstrategies.org/">https://gtechstrategies.org/</a></td>
</tr>
<tr>
<td>James Snow</td>
<td></td>
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</tr>
<tr>
<td>Chris Koch</td>
<td>Design Center</td>
<td><a href="http://designcenterpgh.org/">http://designcenterpgh.org/</a></td>
</tr>
<tr>
<td>Bonnie Young Laing</td>
<td>Hill District Consensus Group</td>
<td><a href="http://www.hdcg.org/">http://www.hdcg.org/</a></td>
</tr>
<tr>
<td>Evie Gardner</td>
<td>Bayer Center for Nonprofit Management</td>
<td><a href="http://bcnm.rmu.edu/">http://bcnm.rmu.edu/</a></td>
</tr>
<tr>
<td>Tara Sherry-Torres</td>
<td>Café Con Leche</td>
<td><a href="http://www.cafeconlechepgh.com/">http://www.cafeconlechepgh.com/</a></td>
</tr>
<tr>
<td>Cara Halderman</td>
<td>CTAC (former employee)</td>
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</tr>
<tr>
<td>Demi Kolke</td>
<td>Operation Better Block</td>
<td><a href="http://obbinc.org/">http://obbinc.org/</a></td>
</tr>
</tbody>
</table>