



THE FUNDAMENTALS OF FUNDRAISING

Health Centers receive Section 330 PHS grant funding. *However, this funding does not fully cover the cost of caring for the medical needs of the uninsured or the necessary wrap-around services.* Health Centers are exploring additional fund development strategies to secure the necessary financial resources to sustain the operations and expand its reach in the future. We help health centers to develop their fund development plan. We can:

- analyze and evaluate the health center's current fundraising process and methods, and assess the need for and feasibility of a capital campaign,
- provide leadership staff & board with a practical understanding of established and innovative fundraising techniques, and an understanding of the skills and resources necessary to develop and sustain a successful fundraising program,
- assist the board and leadership team to create a long-term fund development strategic plan, including a specific work plan to assess the need for a capital campaign.

The Strategies

- Individual giving.
- Corporate sponsorship, support & partnerships.
- Capital campaigns.
- Annual giving campaigns.
- Planned giving and endowments.
- Events & sponsorships.
- On-line and social media campaigns.
- Foundations & government grants.
- Appropriations & earmarks.

The "How To's"

- Assessing the community's capacity for giving.
- Setting fundraising targets and goals.
- How to identify, cultivate, solicit & steward gifts.
- Making the "ask".
- Writing a comprehensive case statement.
- Messaging for collateral materials.
- Donor stewardship & recognition.
- Donor management systems & staffing.