

## **Fund-Raising Advice for Community Organizers**

By Nicole Wallace

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Fund raisers at community-organizing groups need to be able to explain the work that their organizations do clearly and in a way that is easy for prospective donors to understand, according to a new fund-raising guide.

"Donors can't and won't support what they don't understand," the authors write. "And they can't help you with introductions to other possible supporters if they can't explain what you do."

The article, [Seizing the Moment: Frank Advice for Community Organizers Who Want to Raise More Money](#), was written by Aaron Dorfman, executive director of the National Committee for Responsive Philanthropy, and Marjorie Fine, who directs the Linchpin Campaign, a project of the Center for Community Change.

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