

For Immediate Release

Practical Fundraising Tips for Community Organizers

Highlights relationship-building and communicating impact



Washington, D.C. (11/12/2009) - The combination of tough economic times, unprecedented levels of needs, and growing public awareness of community organizing make this a ripe, albeit difficult, time for some serious fundraising. Aaron Dorfman, executive director of the [National Committee for Responsive Philanthropy](http://www.ncrp.org) (www.ncrp.org), and Marjorie Fine, director of the Center for Community Change's [The Linchpin Campaign](http://www.communitychange.org/our-projects/linchpin) (www.communitychange.org/our-projects/linchpin), teamed up to offer useful and pragmatic tips that can help community organizers dramatically increase funding from institutional grantmakers and major individual donors.

"Fundraising can be a challenge in these tough times," said Dorfman. "But there are real opportunities for new funding for community organizing."

In "Seizing the Moment: Frank Advice for Community Organizers Who Want to Raise More Money," Dorfman and Fine share strategies for building relationships with donors, how to make the big ask and communicating the impact of the organization's work. They also suggest a list of

additional resources for fund seekers.

Some of the tips Dorfman and Fine offer include:

- Make a list of the not-the-usual suspects.
- Hit the social networking sites.
- Put yourself in the shoes of the program officer and think about the kind of information *you* would like to have.
- Donors can't and won't support what they don't understand, and they can't make introductions for you if they can't explain what you do.
- Listen deeply.

"Community organizers help bring together everyday people - senior citizens, parents, unemployed and working people, and others - into the democratic process," said Fine. "Community organizations utilize grants and donations to advocate for important issues such as accessible health care, effective public transportation and quality public education - putting these dollars to excellent use."

In the report, the authors noted that funding community organizing is a strategic way for donors and funders to fulfill their philanthropic goals.

Dorfman presented "Seizing the Moment" during last week's Chicago Community Organizing Summit presented by The Woods Fund of Chicago, Marguerite Casey Foundation, Needmor Fund, Wieboldt Foundation and The Egan Urban Center at DePaul.

" [Seizing the Moment: Frank Advice for Community Organizers Who Want to Raise More Money](http://www.ncrp.org/files/publications/seizingthemoment.pdf) " (www.ncrp.org/files/publications/seizingthemoment.pdf) is available for free download.

The National Committee for Responsive Philanthropy is a national watchdog, research and advocacy organization that promotes philanthropy that serves the public good, is responsive to people and communities with the least wealth and opportunity, and is held accountable to the highest standards of integrity and openness. Visit www.ncrp.org .

The Linchpin Campaign is a project of the Center for Community Change. The project seeks to expand the resources available to community organizing efforts in the United States. Visit www.communitychange.org/our-projects/linchpin

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