

# PROPELLER

Development and Fundraising  
Impact Accelerator Meetup

# OBJECTIVES

1. Increase understanding of fund development for nonprofits and funder pipeline.
2. Walk away with inspiration for a case for support and funder engagement.

# INTRODUCTIONS

1. Name of your organization
2. What fundraising issues do you hope to address in this fundraiser?
3. What HAS worked when fundraising for your organization?
4. What HASN'T worked when fundraising for your organization?
5. What is the hardest part of fundraising for your organization?

# Nonprofit Development

## Development

- creating and enhancing relationships with donors to ensure funding.

## Fundraising

- ongoing process of soliciting donations or voluntary funds

# Fundraising Goals

## Things to consider:

- What do we need to raise?
- What is my budget?
- How much do I need to run my programs?
- What is the capacity of our funders and donors to give?
- What is the cost of fundraising?
- Am I raising for a capital campaign, what are my estimated costs?
- What is the real overhead for staffing and running this nonprofit?
- How much do I need to recognize my donors?

**TIP: Fundraise early. Plan to raise 100% of current year and 80% of following year to stay ahead and ensure sustainability.**

# Fundraising Pipeline

- Process of securing funding.
- Based on your fundraising goal.
- Helps you continue to get funding.



## Center for Children Who Can't Read Good

### Fundraising Goal: \$1,000,000

## Qualify Goal \$3,000,000

- Trombone Shorty Alliance \$600,000
- Lower New Orleans Foundation - \$1,000,000
- Hubig's Pie Memorial Trust - \$360,000
- Dwayne Carter Grant - \$500,000
- Supper Cake Lady Foundation - \$70,000
- Louisiana Fund for Funding - \$420,000
- Allies of people who struggle to spell "choppa-two-luz" - \$50,000

### Qualify

- the funding opportunities that you can pursue.
- 3x your goal worth of funding.
- You can find new funding opportunities by looking at nonprofits who do similar work and seeing who gives to them, checking grants.gov for government grants, using your board's network, or grant databases like foundation online.

## Engage Goal \$2,000,000

- Board member introduced us to contact at LNOF, had a meeting, gave them a tour and allowed them to sit in on a class, follow up meeting next month.
- Met with people from the Louisiana Fund for Funding, Allies, sent them onepager, and Suppa Cake Lady Foundation, each asked us to send them a one-pager and an impact report. Follow up meetings scheduled.
- Had a meeting with Dwayne Carter representative and they asked us to submit the application two weeks early to receive feedback.
- Never received word back from Trombone Shorty Alliance and Hubig's Pie Memorial Trust.

### Engage

- Contacting funder or using your connections
- Having things like onepagers, a case for support, impact reports, and talking points are great to have prepared before going into a meeting.
- Having a meeting first is not always required but it helps when possible.

## Convince Goal \$1,500,000

- Submitted Applications for LNOF (\$1,000,000), Louisiana Fund for Funding (\$420,000), Allies (\$50,000), Suppa Cake Lady Foundation (\$70,000), and Dwayne Carter Grant(\$500,000) for total of \$2,040,000.

### Convince

- Formal ask made
- Application is sent, request for funding or proposal submitted, asked donor.
- If your goal is \$1,000,000, don't only do \$1,000,000 in grants and call it a day. Rejection happens. Be prepared to keep applying.

# Prospect Research

Helps to:

- Identify good matches for funding
- Make a more compelling case about alignment by understanding funder priorities.

Try to Find:

- Your organization's previous relationship with the funder (past funder, board member connection, etc.)
- Funding priorities/focus area
- Available grants/types
- How to apply/deadline
- Geographical focus
- Recent gifts to organizations in your area
- Most recent 990 and website



# Engaging Funders

- “warm” connection or handoff when possible.
- timely and consistent with follow up.
- even if denied funding, ask for feedback and connections other funders.
- pitch concept to project officer or other funder contact for feedback prior to submission
- Only pitch what you can deliver.

# A Few Tools for Funder Engagement

(figure out which is best for you)

- Impact Report
- Annual Report
- One pager
- Concept Paper
- Emails
- Logic Models
- Case for support

# Case for Support

- Prepares potential donors for a funding requests.
- Communicates your vision, reason for funding, and intended outcomes.
- Presents a compelling case for why the funder should invest.

## Elements of a Case:

- Problem/what is at stake?
- Why now?
- Plan
- Expertise
- Cost
- Supporting stories

## Format:

- Video
- Book/pamphlet
- Website
- Anything really.

# Concept Paper

- 1-3 page document
- Basic details of your program/project
- Framework to guideline discussion with potential funders/partners.

## Key Elements

- Project title
- Background of organization and major outcomes
- The “need,” question, or problem the program addresses.
- Alignment with funder’s priorities.
- Description of project and its activities.
- How is your approach unique or transformative?
- Population you will serve
- Project needs including equipment, supplies, personal, travel, participant support, facilities, etc.
- Outcomes of project and the change it will cause
- Funder ROI.

# Donor Email

Propeller Touch Base External Inbox x



Andrea Chen <achen@gopropeller.org>

Fri, Jul 9, 12:20 PM



to [redacted] me ▾

Hi [redacted]

How have you been? I think about you every time I read the [redacted] newsletter, which was [redacted] for most of 2020 :) I hope you and your close ones stayed healthy and well during the pandemic.

We were wondering if you would have a few minutes for a touch base meeting with us to brainstorm potential intersections between our current coastal/water work and [redacted]'s revised 2025 strategy in sustainable agricultural practices and fisheries management.

As you know, Propeller is committed to supporting, prioritizing, and measurably growing both for-profit and nonprofit ventures in Greater New Orleans that: a) prioritize equity as the foundation for their venture, b) demonstrate the power of social impact, and c) make significant, sustainable growth in annual revenue over time. Since 2011, Propeller has incubated and accelerated **263+ social ventures**, generating over **\$162 million** in financing and revenue and creating **485+ new, permanent jobs**.

Our strategy is to build a critical mass of small businesses and nonprofits working to tackle disparities in community economic development, education, food, health, and water. To boost our economic and environmental resiliency, Propeller supports the development of equitable entrepreneurship.

Here are a few examples of ventures from water and food accelerators in sustainable ag and fisheries:

- [Bright Side Oysters](#) | Bright Side Oysters is a sustainable oyster farm located in Grand Isle Louisiana. Bright Side grows oysters in floating cages which allows them to create a beautiful and consistent product year round without ever having to dredge the bottom.
- [Schmelly's Dirt Farm](#) | Schmelly's Dirt Farm is an organics recycling company that produces high-quality compost and soil products for the farmers and gardeners of Greater New Orleans. Since 2014, they have composted over 5 million pounds of organic material.
- [Local Cooling Farms](#) | Local Cooling Farms practices regenerative agriculture methods that reverse global warming and climate change through it's 16-acre farm located south of Bogalusa. The farm centers on maximizing nutrient cycling and raising livestock with respect and integrity. Furthermore, grocery goods from the farm are delivered to eight locations throughout New Orleans and the surrounding areas.

Let us know if you have time to connect!

Warmly,  
Andrea

# Stewardship

(after you get the award)

Helps to:

- Maintain relationships with donors
- Keep donors informed about organization and impact.
- Helps to get repeat funding.

Ways to do it:

- Thank you calls, emails, letters, post cards, or handwritten notes.
- Donor recognition on website, social media, or annual reports.
- Email newsletters, updates, check ins, and annual reports.
- Ask donors for advice about programming.
- Send birthday and holiday greetings to donors.
- Submit all required and informal reports on time, every time.

# Tracking Progress

Portfolios > Development

## Grant/Funder Pipeline

Overview **List** Board Timeline Calendar Dashboard Messages Forms Files

+ Add task

#	Task name	Priority	Stage	Ask Amount
▼ Foundation Portfolios				
1	▶ Gulf Coast Research Program 3	Medium (This Mo...)	Engage	\$300,000
2	▶ MacArthur + Rockefeller (C3 Consort 1 1	Medium (This Mo...)	Qualify	
3	▶ Taylor Foundation 1	Medium (This Mo...)	Engage	\$100,000
4	▶ Metlife Foundation 1	Medium (This Mo...)	Qualify	\$25,000
5	▶ Adobe Foundation	Low (This Quarter)	Qualify	\$25,000
6	▶ Bloomberg Philanthropies 1 1	Low (This Quarter)	Qualify	\$25,000
7	▶ Omidyar Foundation 1	Low (This Quarter)	Qualify	\$25,000
8	▶ Emerson Collective	Low (This Quarter)	Qualify	\$25,000
9	▶ Annie E. Casey 2	Low (This Quarter)	Engage	\$25,000

2021 Fundraising Tracker

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Type	Funder	2021 Ask	Stage	Cultivation (future)	FU Date	Prospect Research
Corporate	MAV Foundation	\$10,000	Convince	Discuss Bob's last email- take out of pipeline?	6/24/21	<a href="#">MAV Meeting Notes</a>
Local	Weishaupt Family Foundation	\$10,000	Convince		6/24/21	<a href="#">Weishaupt Meeting Notes 3/29/21</a>
Corporate	Regions Bank	\$15,000	Engage		7/5/21	<a href="#">Meeting Notes</a>
Local	GNOF - Environmental Fund	\$90,000	Engage	Revisit July/ August:	7/5/21	<a href="#">Meeting Notes 3.2.21</a>
Local	Kabacoff Family Foundation	\$10,000	Qualify	Once Impact Report is sent, follow up to see if Press has any questions.	6/7/21	
Corporate	Capital One	\$115,000	Engage		7/12/21	<a href="#">Capital One Meeting Notes</a>
National	Open Society		Qualify		7/5/21	<a href="#">Prospect Research</a>
National	Ford Foundation		Qualify		7/5/21	<a href="#">Prospect Research</a>

**Q + A**



# Thanks!

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