



How to Fundraise & Friendraise!

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Workshop: Learning Goals

Why is it important to Friendraise and Fundraise?

o Ways to Friendraise

- o Networks
- o Collaboration
- o How to tie volunteerism/employee engagement together

o Ways to Fundraising

- o Set realistic goals/expectations ; definition of success
- o Sponsorship Development
- o Grant Opportunities

Tips for Fundraising

- o Budget for success
- o Create consistent and concise collateral materials
- o Prove the impact
- o Research Corporations & Agencies, Governmental Bodies that support the work you do in the community

Tips for Fundraising

- o Attend local, regional, national events (specific to your cause)
- o Attend other community events and fundraisers (general events)
- o Work with agencies, corporations, etc. to accomplish a shared mission
- o Schedule meetings with your local governmental representatives
- o Schedule meetings with fellow non-profits

Exercise/Brainstorming

- o Take 10 minutes in groups of 3 to discuss the following:
 - o What events or service projects do I need funding for?
 - o Why do I need this funding? How will it help my project improve, how will the funder benefit, etc.
 - o What are some of my barriers to funding? Ex. Competition, marketing obstacles, I just haven't asked, etc.

Grant Resources

- o CNCS Funding Opportunities & Resources

<https://www.nationalservice.gov/grants-funding/funding-resources/cncs-funding-opportunities-resources>

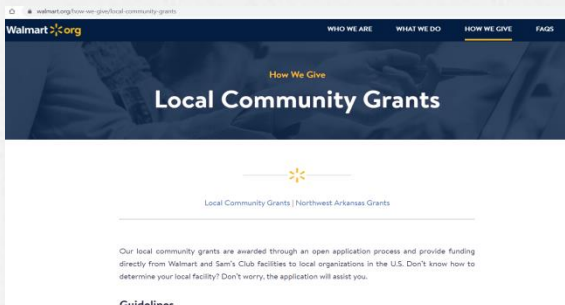
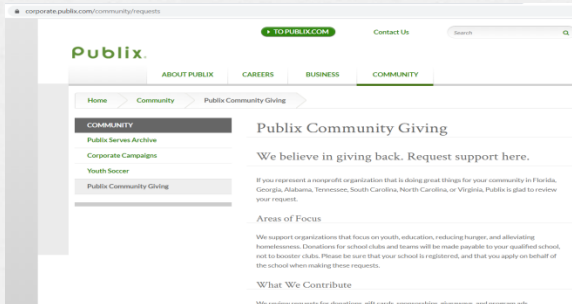
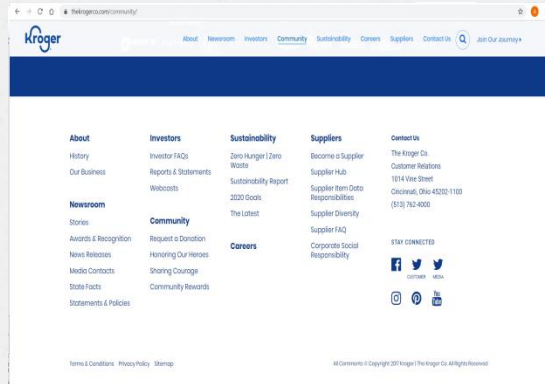
- o Volunteer Tennessee / AmeriCorps Funding Opportunities

<https://www.tn.gov/content/tn/volunteer-tennessee/vt-funds/vt-funding-opportunities.html>

- o Volunteer Tennessee / Other Funding Opportunities

<https://www.tn.gov/volunteer-tennessee/vt-funds/other-funding-opportunities.html>

Various Corporate Giving Sites



Company

Website

Kroger

<https://www.thekrogerco.com/community/>

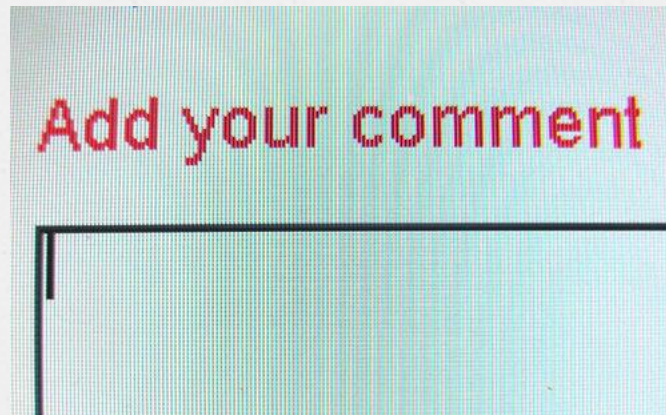
Publix

<https://corporate.publix.com/community/requests>

Walmart

<https://walmart.org/how-we-give/local-community-grants>

Thoughts, Questions, Comments!





VOLUNTEER MEMPHIS

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**Volunteer Memphis, an action initiative of
Leadership Memphis**