



National Church Residences

How To Raise Funds In Your Surrounding Community

- Identify a need.
- Set a **fundraising goal** that benefits those you serve.
- Utilize the concentric circle idea...start with those you know best ... residents, family members of residents, neighborhood businesses, churches.
- Just getting started will build confidence and your ability to succeed.
- Expand your search to include vendors, larger businesses, major employers, service clubs, etc.
- Work with the N^^ Foundation staff to conduct community research.

Business/ Corporations/ Service Clubs

- Ask to be included in their annual charitable giving budget.
- Be willing to accept a gift amount that aligns with the donor's first time gift policy.
- Ask someone associated with the organization to "open the door" for you.
- Send a letter of introduction.
- Be willing to accept a "gift in-kind", something other than cash.
- Invite prospects to visit your property, or to your event (if applicable).
- Ask to speak at a meeting (service clubs).
- Watch your local newspaper for information on people and businesses.

REMINDERS:

- ❖ The Foundation staff is here to help you.
- ❖ Keep in close contact with the Foundation staff.
- ❖ Report all cash and in-kind donations to the Foundation department.
- ❖ Provide appropriate documentation for the type of gift received, i.e., cash or product.
- ❖ Provide property name, purpose of the gift, donor information and date of gift.
- ❖ If an in-kind gift is received, report it to the Foundation with a description of the gift.
- ❖ The Foundation will acknowledge all gifts for tax acknowledgement purposes.
- ❖ **Please do not rely heavily on donations generated directly from your residents. In most cases their resources are limited. This is your time to shine as a fundraiser FOR your residents!**