

Fundraising Overview – CCLT

We need to raise \$200,000 this year to build all the Cullimore Cottages. In fundraising circles this is known as a Capital Campaign, or when a not-for-profit organization tries to raise a significant amount of money in a short period of time.

That works out roughly like the table below:

Gift Level	# needed	Total	Prospects
\$ 50,000	2	\$ 100,000	4
\$ 25,000	2	\$ 50,000	4
\$ 10,000	4	\$ 40,000	8
\$ 1,000	5	\$ 5,000	10
\$ 100	50	\$ 5,000	100
		\$ 200,000	

So, getting two \$50,000 gifts is half of the total. We need at least four prospects to ask \$50K. I know of over 100 people in town who have the ability to give us \$50K, but I will need your assistance with finding the ones who will give. This includes individuals and businesses and organizations/foundations/churches that can raise the money or get their employees/congregations etc. to donate.

Raising this kind of money can be a combination of grant funding/federal funding/major donor asks and small contributor donations. I am not sure of any grants that provide development financing, but we may be able to find some that will provide something like solar panels for the Cullimore Cottages.

So, in addition to a Capital Campaign, many places have an annual contribution option. This is for people who want to give set amount, usually less than \$1000 a year. This does not provide a lot of money, but it stimulates people to give regularly. The advantage of this approach is to build the major gift donors for the future and provide a marketing/support base. We could use this group to advocate and support the Land Trust and probably get a few thousand dollars a year. However, it can take a lot of work to maintain. We would need to have a regular Thank you process and probably do a fund-raising appeal or two each year. After a year or two, we would need to think about some kind of donor recognition process/event.