CCLT Fundraising discussion topics.

Fundraising is subject to state and national laws related to taxes and business expenses. What we ask for, how we ask for it and who we ask are all subject to accounting and IRS laws and regulations and have serious implications for the CCLT and funders.

- Tax Deductibility
- Quid Pro Quo
- Gifts in Kind
  - Who handles receipting and how do we address end of the year requests for tax purposes?

In addition to actual laws and regulations, there are also policies that organizations follow to determine what kind of conditions CCLT will accept and which ones CCLT will not.

Do we want to start a campaign? A typical capital campaign for $2 Million looks like this

Gift Range	No. Gifts required	No. Prospects required	Subtotal	Cumulative total	Cumulative percentage
200,000.00	1	4	200,000.00	200,000.00	10%
150,000.00	1	4	150,000.00	350,000.00	18%
100,000.00	2	8	200,000.00	550,000.00	28%
75,000.00	3	12	225,000.00	775,000.00	39%
50,000.00	5	20	250,000.00	1,025,000.00	51%
38,000.00	8	32	304,000.00	1,329,000.00	66%
25,000.00	10	40	250,000.00	1,579,000.00	79%
13,000.00	12	48	156,000.00	1,735,000.00	87%
5,000.00	12	48	60,000.00	1,795,000.00	90%
Under 5,000.00	82	328	205,000.00	2,000,000.00	100%
Totals	136	544		2,000,000.00	

Generally campaigns go public with half of the money already received. The gift pyramid above shows one with the lead gift at 10%, many campaigns now start with the lead gift at 20 – 25% of the total. Once article everyone should read is http://www.raise-funds.com/12-things-you-should-know-about-setting-a-capital-campaign-goal/

- How much money do we need to raise?
  - What kinds of donors do we want to solicit
    - Foundations
      - Do we have anyone who can write grants for us?

- Businesses
    - What kinds of funds are available that businesses need to spend on organizations like ours?
    - Do we concern ourselves with how our fundraising is affecting what other local organizations do?
- Individuals
    - Do we have the capacity to steward individuals and to what extent do we want to?

- What is the purpose of funds?
    - Endowment
    - Capital
    - Maintenance – soliciting funds for this is notoriously difficult, so we may want to look at making this part of the capital campaign.
    - Do we want a fund for individuals or just for projects?
- What kind of donor research can we do?
- What is the role of the board in fundraising?
    - Who is authorized to ask for money?
- How formal will presentations be?
    - Do we have a formal proposal to all donors over a certain level or do we just address everything individually?
- What kinds of policies do we want to have?
    - Gifts in Kind – How should we address donations of building materials, flooring, paint etc.? Do we want to store these things?
        - If we do not want to store these things, do we have a list of other organizations that do want to?
    - Naming –
        - Do we want to name projects?
        - Can we name them and if so, what level does a single donor have to give to get the naming project.
    - Recognition – Donor wall/announcement/Levels/Events
    - Stewardship – Gift announcements/relationships