

# **How and Where Do I Find Donors? No Money, No Mission!**

2016 Maryland Land Conservation Conference

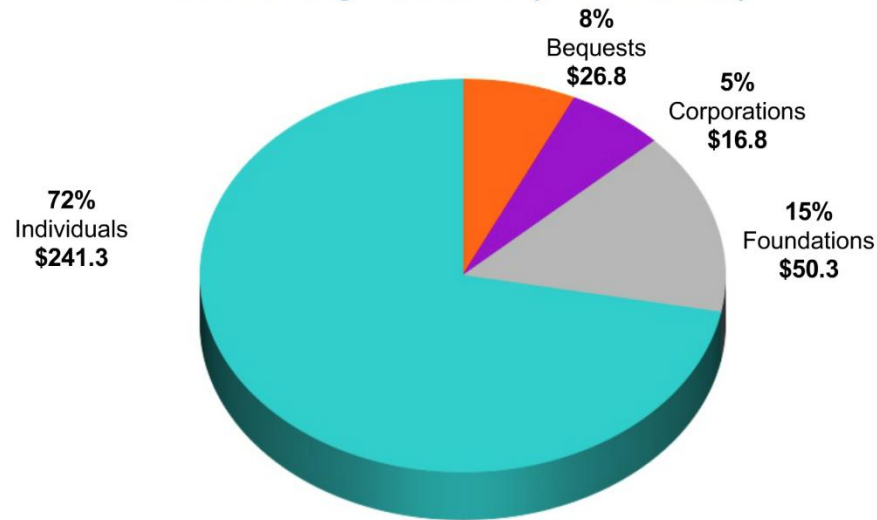
Presented by: Don Owen and Penelope Winkler



# The Giving Pie Chart

## Private Contributions By Source

Total Giving: \$335.17 (\$ in billions)



Source: *Giving USA 2014*, Giving USA Foundation,  
Researched and written by the Center On Philanthropy at Indiana University

# Prospecting - Individuals

- Goal: Determine who is philanthropic in your community
- Identify wealth and inclination to support *your* cause

# Five ways to find new donors

1. Ask board members to review their contacts
  - What other boards do they sit on?
  - Who are their neighbors?
  - Where do they do business?
  - Who do they often see at Farmer's markets, on the golf course, at sporting events, etc...

# Five ways to find new donors

## 2. Host a new type of event as a friend-raiser

- Birding walk, square dance, host a chamber mixer, pancake breakfast
- Use the event as a reason to follow up with attendees.
- Plan to spend more time following up with attendees,, than planning the party!

# Five ways to find new donors

3. Attend other organization's events on a local or regional level **or** partner with another nonprofit to attract a new mix of attendees.

- Plan to spend time following up with people you meet.

# Five ways to find new donors

## 4. Know your community

- Review board lists
- Review annual reports
- Event host committees
- Ask current donors for a referral or introduction
- Get to know your Community Foundation

# Five ways to find new donors

## 5. Technology!

- USA DATA
- Google Alerts
- Social Media



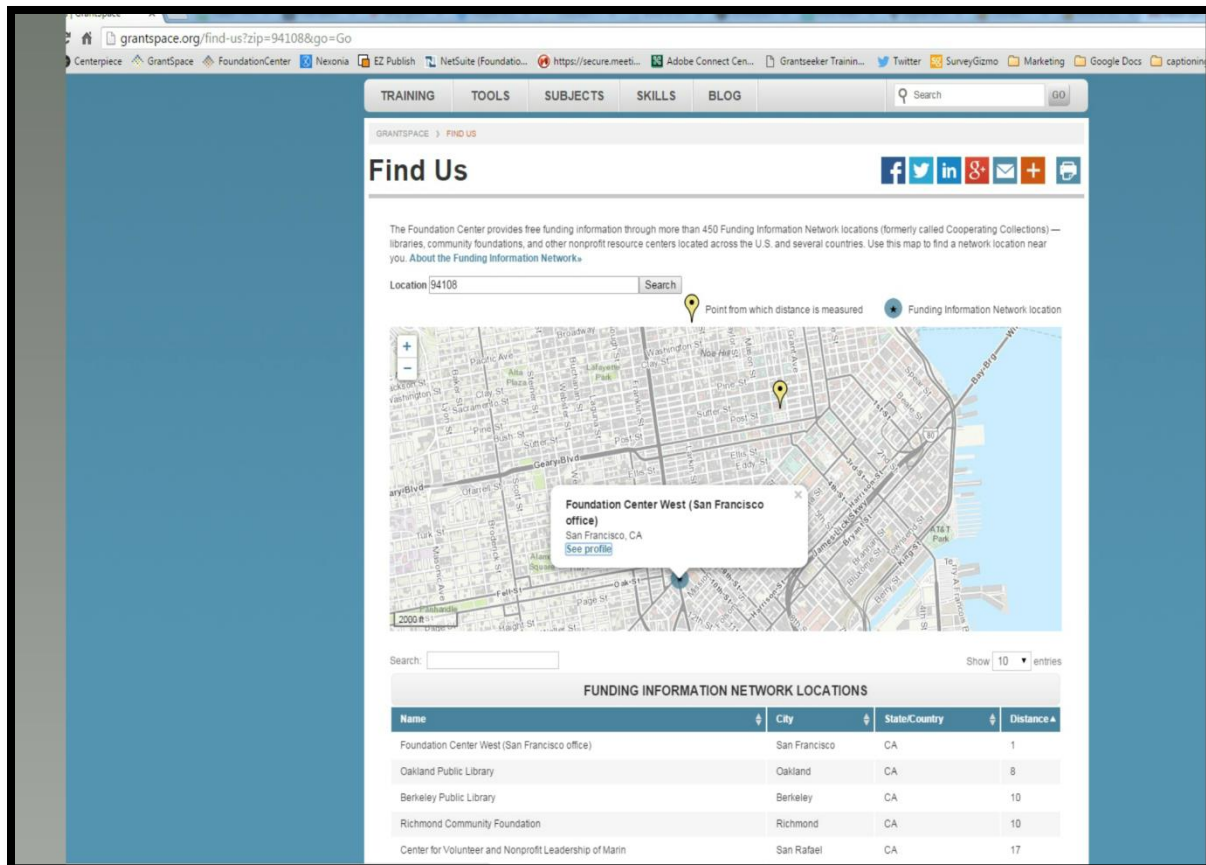
# Prospecting - Foundations

- Goal: Determine which grant-making foundations are interested in *your* cause
- Question: How do you find the ones who want *you* (and who may not even know you exist) without searching for hundreds of hours?
- Answer: The Foundation Center's *Foundation Directory Online* provides a one-stop shop for researching grant-makers

# How to Find the Foundation Center

- Grantspace: Go to [www.grantspace.org](http://www.grantspace.org)
- Foundation Directory Online: Go to [www.foundationcenter.org](http://www.foundationcenter.org), and sign up for the basic, essential, preferred, or professional level access to the *Foundation Directory Online* (free, \$49, \$129, or \$199 per month)
- Funding Information Network Partner Site: Go to a remote and access the *Foundation Directory Online* **at the professional level for free.**

# Finding the Nearest Funding Information Network Partner



The screenshot shows the 'Find Us' page on grantspace.org. The page includes a search bar with the location '94108' entered. Below the search bar is a map of San Francisco with a yellow pin indicating the search location. A tooltip for 'Foundation Center West (San Francisco office)' is visible on the map. Below the map is a table titled 'FUNDING INFORMATION NETWORK LOCATIONS' with columns for Name, City, State/Country, and Distance.

Location: 94108

Search:

Point from which distance is measured

Funding Information Network location

Foundation Center West (San Francisco office)  
San Francisco, CA  
[See profile](#)

Search:  Show 10 entries

Name	City	State/Country	Distance
Foundation Center West (San Francisco office)	San Francisco	CA	1
Oakland Public Library	Oakland	CA	8
Berkeley Public Library	Berkeley	CA	10
Richmond Community Foundation	Richmond	CA	10
Center for Volunteer and Nonprofit Leadership of Marin	San Rafael	CA	17



[Login](#) | [Join](#) | [Newsletters](#) | [About](#) | [Ask Us](#) | [Español](#) | [Donate](#)

CHAT NOW

TRAINING
TOOLS
COLLABORATION
SUBJECTS
SKILLS
BLOG

GO

GRANTSPACE > TRAINING









## Foundation Center Training

# Gain your expertise from our experts.





### Then increase your impact on the world and advance your career.

FIND A CLASS

Foundation Center Training offers you a flexible platform where you can learn from our team of experts through hands-on exercises, connect with peers, and develop the leadership skills needed to amplify your career.

As the premier capacity building hub in the sector and with nearly 60 years of experience, we deliver transformative training that addresses the most pressing needs in today's social sector and equips participants with knowledge and skills in three core competencies:

- Fundraising
- Organizational Sustainability
- Leadership and Management

We know you have limited time and money, so our high-touch, high-quality courses are offered in various formats across many geographic regions. Plus, many are free!

#### CUSTOMIZED TRAINING

From big-picture overviews to hands-on activities that let you practice what you just learned, our staff can deliver training in the format and at the skill level that works best for your audience. In-person workshops provide the opportunity to receive immediate feedback from experts and peers while self-paced eLearning and webinars allow your team to learn on their own schedules.

Contact Carrie Miller at [fctraining@foundationcenter.org](mailto:fctraining@foundationcenter.org) to customize a training that fits your needs and budget today!

You can support our broad array of training efforts and make an impact that affects professionals and organizations throughout the sector.

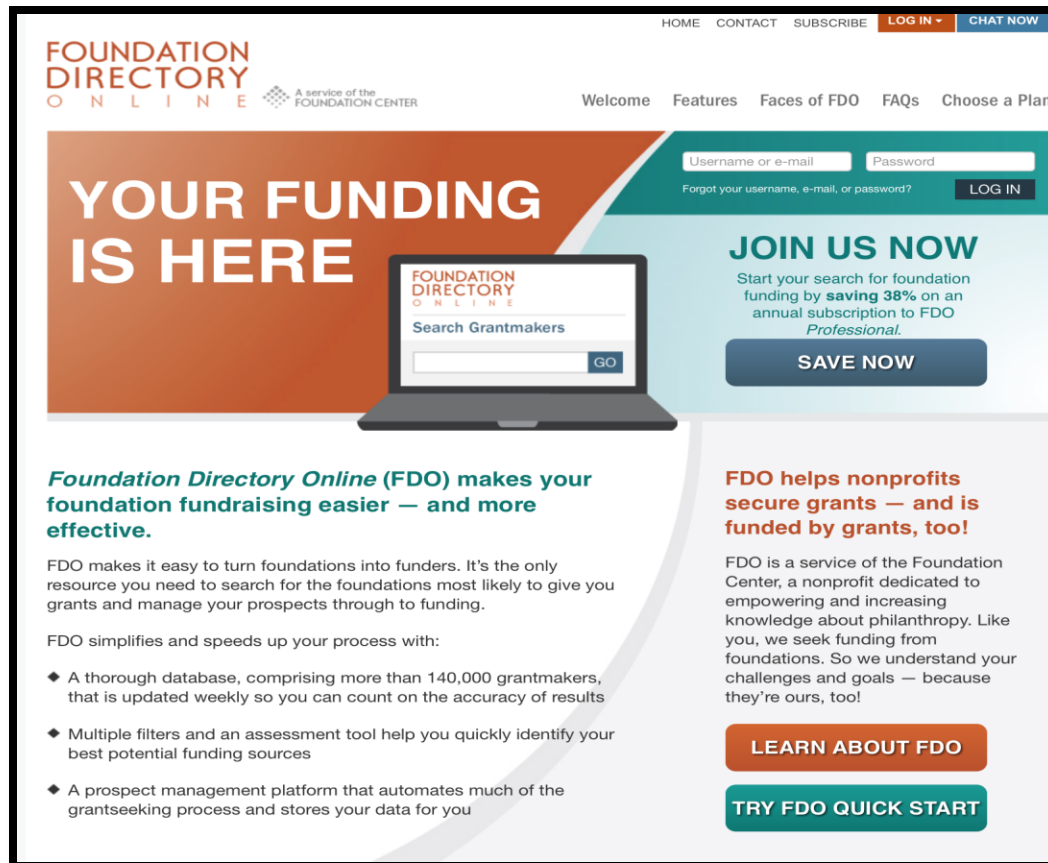
[fctraining@foundationcenter.org](mailto:fctraining@foundationcenter.org)

FIND A CLASS

VIEW CALENDAR

LEARN MORE

# Foundation Directory Online



The screenshot shows the homepage of the Foundation Directory Online (FDO) website. At the top, there is a navigation bar with links for HOME, CONTACT, SUBSCRIBE, LOG IN, and CHAT NOW. Below this is the main header with the FDO logo and a navigation menu including Welcome, Features, Faces of FDO, FAQs, and Choose a Plan. The main content area is divided into several sections: a large orange banner with the text 'YOUR FUNDING IS HERE' and an image of a laptop displaying the FDO search interface; a green box with a login form and a 'JOIN US NOW' section with a 'SAVE NOW' button; and two columns of text describing the benefits of FDO, each with a corresponding button: 'LEARN ABOUT FDO' and 'TRY FDO QUICK START'.

## *The Foundation Directory Online*

- FDO is a rich and powerful prospecting tool
- You can search by: grantmaker, grant recipient, field of interest, geographic focus, dollar amount, “a subject term” or search term like “conservation” or “land trust”
- You can exclude irrelevant data, or refine your search by combining search terms



# *The Foundation Directory Online*

## What You Get:

- A comprehensive profile of 140,000 grant-making foundations
- A searchable list of 500,000 decision-makers
- A searchable list of 3.8 million grants that have been awarded in the past 12 years, including many to organizations just like yours

# An Example Profile Search

The screenshot shows the 'FOUNDATION DIRECTORY ONLINE' search interface. The page title is 'Search Grantmakers'. On the left, there is a 'Geographic Focus' sidebar with a list of states and regions and their respective counts. The main search area contains several filter fields: 'Grantmaker Name', 'EIN', 'Grantmaker Location', 'Fields of Interest' (with 'Arts education' entered), 'Support Strategy', 'Transaction Type', 'Geographic Focus' (with 'California' OR 'National' entered), 'Trustees, Officers, and Donors', and 'Type of Grantmaker'. Below these fields is a 'Total' count of 990s, a 'From:' and 'To:' date range selector, and a 'Keyword Search' field. At the bottom, there is a 'Search' button and a checkbox for 'Exclude grantmakers not accepting applications'.

FOUNDATION DIRECTORY ONLINE  
A service of the FOUNDATION CENTER

HOME HELP FEEDBACK LOGOUT (my) CHAT NOW

Power Search Search Grantmakers Search Companies Search Grants Search 990s

**Geographic Focus**

- Minnesota (1672)
- Mississippi (415)
- Missouri (1798)
- Moldova (23)
- Monaco (6)
- Mongolia (11)
- Montana (506)
- Montenegro (9)
- Montserrat (1)
- Morocco (15)
- Mozambique (40)
- Myanmar (24)
- Namibia (19)
- National (12279)
- National, International (1296)
- Nebraska (750)
- Nepal (56)
- Netherlands (67)
- Nevada (420)
- New Hampshire (712)
- New Jersey (2600)
- New Mexico (434)
- New York (11406)
- New Zealand (42)
- Nicaragua (51)
- Niger (15)
- Nigeria (44)
- North Carolina (1984)
- North Dakota (197)
- North Korea (11)

**Search Grantmakers** Last Search

Grantmaker Name

EIN

Grantmaker Location  More location options

Fields of Interest

Support Strategy

Transaction Type

Geographic Focus

Trustees, Officers, and Donors

Type of Grantmaker

Total  From:  To:

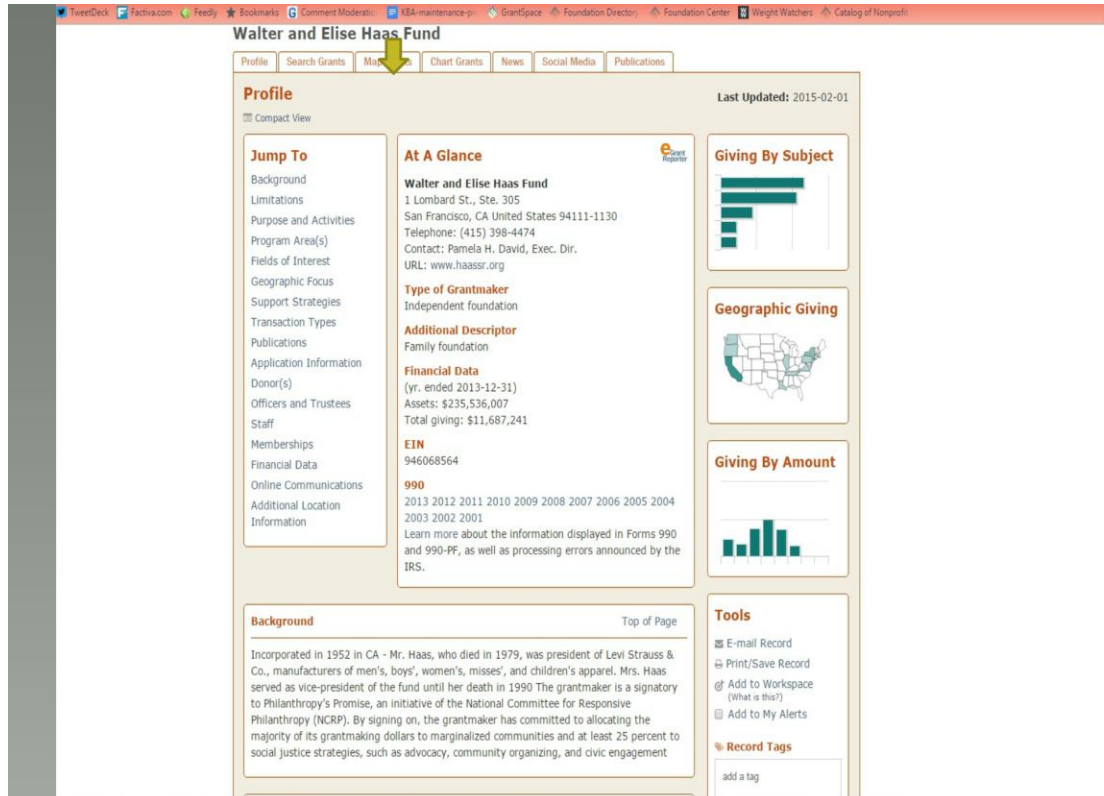
Keyword Search

Exclude grantmakers not accepting applications

**Search** Clear



# An Example: What You Will Learn About A Grantmaker



**Walter and Elise Haas Fund**

Profile Search Grants **Make Grants** Chart Grants News Social Media Publications

Last Updated: 2015-02-01

**Profile**  
Compact View

**Jump To**

- Background
- Limitations
- Purpose and Activities
- Program Area(s)
- Fields of Interest
- Geographic Focus
- Support Strategies
- Transaction Types
- Publications
- Application Information
- Donor(s)
- Officers and Trustees
- Staff
- Memberships
- Financial Data
- Online Communications
- Additional Location Information

**At A Glance**

**Walter and Elise Haas Fund**  
1 Lombard St., Ste. 305  
San Francisco, CA United States 94111-1130  
Telephone: (415) 398-4474  
Contact: Pamela H. David, Exec. Dir.  
URL: www.haassr.org

**Type of Grantmaker**  
Independent foundation

**Additional Descriptor**  
Family foundation

**Financial Data**  
(yr. ended 2013-12-31)  
Assets: \$235,536,007  
Total giving: \$11,687,241

**EIN**  
946068564

**990**  
2013 2012 2011 2010 2009 2008 2007 2006 2005 2004  
2003 2002 2001  
Learn more about the information displayed in Forms 990 and 990-PF, as well as processing errors announced by the IRS.

**Giving By Subject**

**Geographic Giving**

**Giving By Amount**

**Background** Top of Page

Incorporated in 1952 in CA - Mr. Haas, who died in 1979, was president of Levi Strauss & Co., manufacturers of men's, boys', women's, misses', and children's apparel. Mrs. Haas served as vice-president of the fund until her death in 1990. The grantmaker is a signatory to Philanthropy's Promise, an initiative of the National Committee for Responsive Philanthropy (NCRP). By signing on, the grantmaker has committed to allocating the majority of its grantmaking dollars to marginalized communities and at least 25 percent to social justice strategies, such as advocacy, community organizing, and civic engagement

**Tools**

- E-mail Record
- Print/Save Record
- Add to Workspace (What is this?)
- Add to My Alerts

**Record Tags**

add a tag

# Corporate Fundraising

- Civic-minded businesses
  - Want to give back or invest community's quality of life
- Businesses looking for customers
  - Want do well by doing good

# Prospecting - Corporate Support

- Usual Suspects : local and regional
  - Banks
  - Grocery Stores
  - Outdoor, Hunting, Fishing, Tack stores
  - Landscapers

# Prospecting - Corporate Support

- Unusual Suspects
  - Insurance Brokers
  - Financial Advisors
  - Waste Disposal firms
  - Real Estate Agents
  - Car Dealers
  - Medical Providers: walk-in clinics, GPs, Hospitals

# Finding businesses in your area

- Chamber of Commerce listings
- Maryland Dept. of Commerce website: Information by county for top employers and fact sheets.

<http://commerce.maryland.gov/about/employer-and-county-facts>

# Sample from Kent County, 2015

Employer	Product/Service	Employment
Washington College	Higher education	525
Shore Regional Health	Medical services	429
Dixon Valve & Coupling	Valves & couplings	366
David A. Bramble	Paving	224
Heron Pt of Chestertown	Nursing care	200
LaMotte	Testing equipment	182
Angelica Nurseries**	Plants and flowers	175

# Bonus: Planned Giving

- Bequests to build stewardship endowments
- Start by asking those who know you best.
- Community Foundations can help with managing funds
- It isn't hard!

# *Questions & Answers*



# **How and Where Do I Find Donors? No Money, No Mission!**

2016 Maryland Land Conservation Conference

Presented by: Don Owen and Penelope Winkler







# Good Things to Know

1. You Can't Survive on Grants Alone
2. Not All Foundations Are Alike
3. Foundation **MUST** Give Money Away
4. Grant Writing is **NEVER** about the **NEED** of Your Organization
5. Do Your Homework First
6. The One-Size-Fits-All Approach Does **NOT** Work

# Good Things to Know

7. To Get the Grant, You Have to Find the Right Match
8. Ask for the Right Amount
9. You Don't Need to Know Someone, But It Helps
10. The Proposal is Typically Not the First Thing a Foundation Wants