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)

- 8% Bequests: $26.8
- 5% Corporations: $16.8
- 15% Foundations: $50.3
- 72% Individuals: $241.3

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
Foundation Center Training

Gain your expertise from our experts.

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

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 to customize a training that fits your needs and budget today!
Foundation Directory Online

Foundation Directory Online (FDO) makes your foundation fundraising easier — and more effective.

FDO makes it easy to turn foundations into funders. It’s the only resource you need to search for the foundations most likely to give you grants and manage your prospects through to funding.

FDO simplifies and speeds up your process with:

- A thorough database, comprising more than 140,000 grantmakers, that is updated weekly so you can count on the accuracy of results
- Multiple filters and an assessment tool help you quickly identify your best potential funding sources
- A prospect management platform that automates much of the grantseeking process and stores your data for you

FDO helps nonprofits secure grants — and is funded by grants, too!

FDO is a service of the Foundation Center, a nonprofit dedicated to empowering and increasing knowledge about philanthropy. Like you, we seek funding from foundations. So we understand your challenges and goals — because they’re ours, too!
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
An Example: What You Will Learn About A Grantmaker
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
<table>
<thead>
<tr>
<th>Employer</th>
<th>Product/Service</th>
<th>Employment</th>
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<tr>
<td>David A. Bramble</td>
<td>Paving</td>
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<td>LaMotte</td>
<td>Testing equipment</td>
<td>182</td>
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<tr>
<td>Angelica Nurseries**</td>
<td>Plants and flowers</td>
<td>175</td>
</tr>
</tbody>
</table>
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
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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