

FUNDRAISING 101

**PRESENTED BY ERICA MAGARIAN – VALLEY CRIME STOPPERS
FRESNO, CALIFORNIA**



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BACKGROUND

- 15 YEARS EXPERIENCE IN MARKETING, EVENTS, FUNDRAISING, GRAPHIC DESIGN, NON-PROFIT MANAGEMENT, AND SOCIAL MEDIA
- CHECKING THE BOXES OF LOVING WHAT YOU DO AND MAKING A DIFFERENCE

FUNDRAISING 101 – WHY?

DO YOU RELY ON FUNDRAISING TO OPERATE YOUR CRIME STOPPERS PROGRAM?

- TO SUPPORT THE MISSION TO MAKE A DIFFERENCE IN OUR COMMUNITIES THROUGH CRIME STOPPERS
- EVERYTHING YOUR ORGANIZATION DOES SHOULD ALIGN WITH YOUR MISSION STATEMENT

VALLEY CRIME STOPPERS MISSION IS TO SUPPORT LAW ENFORCEMENT AND BRING CLOSURE TO VICTIMS OF CRIME

FUNDRAISING 101 – WHO?

- KNOW YOUR TARGET AUDIENCE
 - WHO ARE THE IDEAL PEOPLE YOU WANT TO ATTEND YOUR EVENT?
 - WHAT AGE GROUP ARE THEY?
 - WHY IS THAT IMPORTANT?
 - DIFFERENT TYPES OF FUNDRAISERS FOR DIFFERENT AGE GROUPS (STAY RELEVANT)

FUNDRAISING 101 - CREATING A BUDGET

- SET FINANCIAL GOALS FOR YOUR FUNDRAISER
- GET QUOTES
 - IDENTIFY YOUR FIXED AND VARIABLE COSTS
- SEARCH OUT EVENT SPONSORS
- DETERMINE YOUR SOURCES OF REVENUE
 - WHAT WILL MAKE YOU MONEY?
- TRACK YOUR EVENT BUDGET (CREATE A PROFIT AND LOSS SPREADSHEET)
 - WITH EVERY DECISION MADE, ASK YOURSELF IF IT SERVES THE MISSION OF YOUR FUNDRAISER
- ANALYZE YOUR EVENTS FINANCIAL PERFORMANCE
 - WHAT WORKED VS WHAT DIDN'T WORK

FUNDRAISING 101 - TIME MANAGEMENT

**** START PLANNING EARLY ****

TAKE INTO CONSIDERATION

- VENDORS
- DATE OF YOUR EVENT
- ANTICIPATED GUEST COUNT
- COMMITTEE OR SUPERMAN/SUPERWOMAN ORGANIZED
- MARKETING FOR YOUR EVENT (THIS TAKES THE LONGEST)
- ATTENDEES MAKING A DECISION TO ATTEND YOUR EVENT

FUNDRAISING 101 - ATTRACTIONS

PEOPLE WANT A GOOD EXPERIENCE

- THEME
 - DÉCOR
 - FOOD
 - COCKTAILS
 - LIVE MUSIC
- ACTIVITIES PEOPLE WILL WANT TO DO THAT ALSO MAKE YOU MONEY
 - WHAT DOES THAT LOOK LIKE FOR YOU?
 - EXAMPLES: AUCTIONS AKA SHOPPING (LIVE, SILENT, GUN)
 - MERCHANDISE VS SWAG (UNDERSTAND THE DIFFERENCE)

FUNDRAISING 101 - MARKETING

- WHEN TO MARKETING YOUR EVENT
 - 2-3 MONTHS OUT
 - LAST TWO WEEKS
- KEEPING YOUR TARGET AUDIENCE IN MIND, WHAT ARE THE BEST METHODS TO MARKET YOUR EVENT
 - LOCAL NEWS STATIONS
 - WHEN TO DO INTERVIEWS
 - NEWSPAPERS
 - NEWSLETTERS
 - BILLBOARDS
 - SOCIAL MEDIA
 - SOCIAL MEDIA ADS
- WORD OF MOUTH
 - YOU ARE YOUR BEST PROMOTER

FUNDRAISING 101 – UNDERSTANDING SUCCESS

QUESTIONS TO ASK YOURSELF

- DID YOUR FUNDRAISER MAKE YOU MONEY?
- DID YOU MEET OR EXCEED YOUR INITIAL GOALS?
- DID YOUR ATTENDEES HAVE A GOOD TIME?
 - POLL YOUR ATTENDEES
- WAS THE AMOUNT OF MONEY RAISED WORTH THE EFFORT/TIME IT TOOK TO PLAN?
 - ADAPT AND CHANGE IF NECESSARY

QUESTIONS – QUESTIONS - QUESTIONS

CONTACT INFORMATION

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