

Mission-Driven Fundraising

Nonprofit Management Center of the Permian Basin
June 13, 2005 Brown Bag

Guest Panelists- Jean Jones, Judy Rouse, Roy Smith, Sandy Tisdale

Mission- Driven Fundraising

- Definitions-

Mission- Why you do what you do; the organization's reason for being, its purpose. Says what, in the end, you want to be remembered for.

Mission-driven fundraising- fundraising designed and executed to align with and promote the organizational mission

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- A trap-
 - “Many not for profit organizations cannot and should not become fully responsive to the market in order to enhance their fundraising. They must remain in harmony with the values and mission upon which they were founded...fundraising success depends upon the sensitive inclusion of potential supporters in the life and spirit of the organization.”

Henry A. Rosso
from- Achieving Excellence in Fundraising

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- ...Every organization that has a 501c3 designation has a constituency...These organizations should spend little time bemoaning their imagined deficiencies and a maximum of time identifying cultivating and bonding constituencies to their mission. Such a constituency holds the potential for service as volunteers, contributors and advocates.

Henry A. Rosso

from Achieving Excellence in Fund Raising

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- Panel Participants-
 - Jean Jones-MARC
 - Judy Rouse- The Life Center
 - Sandy Tisdale- Big Brothers Big Sisters of Midland
 - Carla Smith-

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- Question 1-
- Describe the ways you keep the mission “out in front” with your donors.

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- Question 2-
- Has the way you present mission to donors changed over the years? Do you feel your mission message has become stronger?

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- Question 3-
- It is often stated that fundraisers have to make the case for their need for money. How do you make the case for the relevance of your mission?

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- Question 4-
- In what ways do you connect your results or outcomes with mission?

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- Faith-based fundraisers-
- As you listened to the responses today and prepared for the panel, how would you say your work is distinct from non-faith-based fundraisers?

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- Question & Answer-

