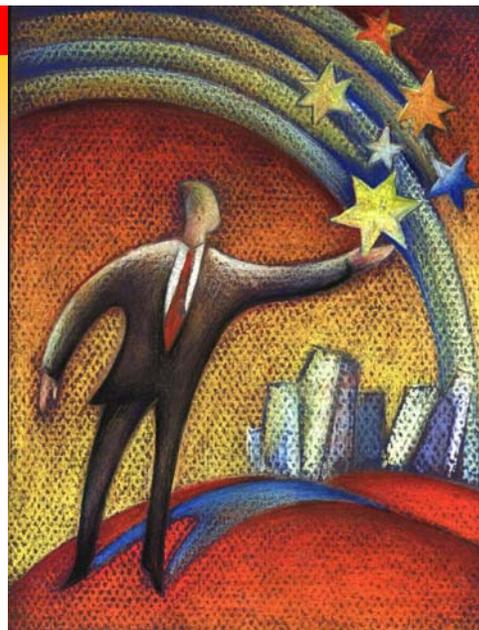


Three Track Training Program



Know Your Organization

If you are going to raise money, you need to know your organization. There is no faster way to lose prospective donors than by being unable to answer questions and remove objectives to giving. This quarter we will discuss why knowledge and commitment are the two strongest tools a fundraiser can have, show you how to turn perceived weaknesses into fundraising strengths, and even offer a checklist that will demonstrate how well you truly know the nonprofit you work for.

You begin the process of becoming a fundraiser for the organization by first getting "acquainted" with it. That's when you begin to acquire knowledge about the organization, and knowledge is the first step into preparing to raise money. If you are the person running a campaign, you must make sure your solicitors have access to information about what the organization is, what it does, and why it needs to raise money to reach its

goals. If you are a person asking for the money, think about how you would go about making your request without that information.

Your Mission—It Is Not What You Do, But the Difference You Make in the Lives of People. Regardless of your position or role in an organization's fundraising efforts, the mission statement is the single most important thing for you to understand.

Making the Case for Support. You can't make the case for support unless you know your organization's strengths. Neither can you expect to succeed without an understanding of its weaknesses and perceived negatives.

Why Do You Need to Raise Money. How your organization raises and spends money is knowledge a successful fundraiser must also have at his or her fingertips. You need to know and understand your organization's budget so that

you can delineate the cost of the operation, and how the money can cover the cost to be generated.

Before You Ask for Money, Know Your Organization. To summarize: If you are going to raise money, you need to know your organization. There is no faster way to lose prospective donors than by being unable to answer questions and remove objectives to giving. You need to know the organization's reason for being, its goals and objectives, its beneficiaries, and its operational and financial efficiencies. Know those things, and you know the organization.

Resource: Tony Poderis, Raise-Funds.com

10 Common Mistakes of Nonprofits

- Poor Initial Research** Research is essential before determining if a need exists. Read and research everything you can before starting.
- No Business Plan** A nonprofit organization is a business. Have you written a realistic business plan?
- Not for a Charitable Purpose** Does your idea qualify as a charitable cause.
- Failure to Register** Registration is required in most states. It is required so that paid solicitors and fundraising counsels protect citizens from becoming victims of fraud.
- Failure to Keep Good Records** As a business, the organization will be required to file various reports of business.
- No Funding Plan** Raising money is a requirement of most nonprofit organizations. Without funding, there is no way to sustain a nonprofit organization.
- Not complying with IRS Statutes** You must file a federal

How Well Do You Know Your Organization?

The following checklist will demonstrate how well you truly know your organization

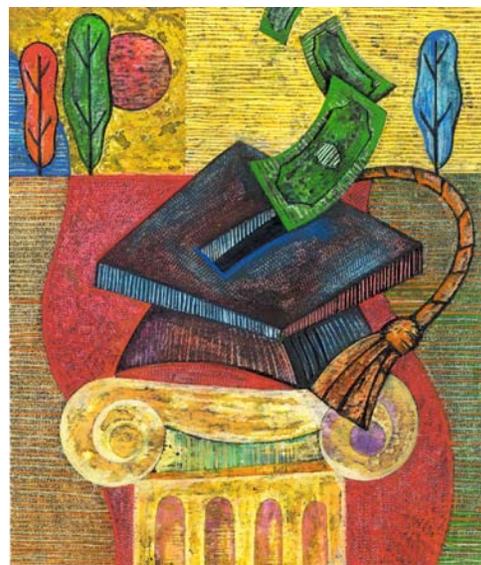
- We have a clearly defined, fully understood, and completely accepted a mission statement that addresses the differences our organization will make for those it serves, rather than merely describing what it does.
- We are certain that our services are different from others, are not duplicated in the same service area, and are needed.
- We take advantage of our strengths as we make our case for support, letting none of the good things we do be "well kept secrets."
- We turn our weaknesses into strengths by developing a plan of action to change them.
- We have full access to information about what our organization is, what it does, and why we must raise money to reach our goals. We have a full disclosure policy in effect at all times.
- We can readily identify our principal support base from those personally touched, inspired, or motivated by what we do, and from those not directly involved, but who are influenced and impressed by what we do.
- We know exactly what our operational budget numbers are. When it comes to raising money, if we do not know our expenses, we can neither set fundraising goals, nor let prospects know our needs.
- We can demonstrate constantly improving efficiency in all our areas of operation. However, we don't make budget cuts at the expense of maintaining and improving our service to the community and program quality.
- We maximize earning income and constantly assess whether more can be obtained by increasing charges for services in order to lessen fundraising pressure.

Resource: Tony Poderis, Raise-Funds.com

Quote for the Quarter:

"Never doubt that a small group of committed citizens can change the world; indeed it is the only thing that ever has."

-Margaret Mead



(Continued from page one)

tax return and need to learn what the government requires of nonprofit organizations.

8. **Misjudging Time Requirements** Running a nonprofit is not a hobby and is usually a full time job.
9. **Not Building an Effective Board** Leadership is critical, and an effective board is one that is composed of talented, dedicated working people.
10. **Not Investing in Professional Talent** At a minimum, you will need a lawyer and an accountant to help you get started. Having certain systems set up by experienced professionals will save money in the long run.

Source: www.snpo.org

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