

The background features a large, light-colored triangle pointing downwards, set against a backdrop of blue and green geometric shapes. Piles of US dollar bills are scattered in the top right and bottom left corners.

10 Thousand **X** 10 Weeks

*“An Achievable Timeline for
Nonprofit Growth!”*

10 x 10

Successful Fundraising = Capacity Building

Raising money to support its operations and programs is usually the most difficult task that any not-for-profit organization faces. With creativity, smart planning, and some hard work, fundraising will help to build community support for your organization.

While the passion you have for your mission may make you feel that funds should flow easily into your organization in support of your cause, the truth is that fundraising will always be a long-term, ongoing project. It sounds like a cliché, but fundraising at all levels is about building relationships, and like any relationship it will require commitment. This starts with recruiting volunteers to be part of your fundraising team, motivating and retaining those valuable individuals, and by identifying the best sources of short-term income to help build organizational capacity.

Recruiting the Fundraising Team: Your organization's board of directors or members are the most obvious sources of volunteers, but don't limit recruitment to these options. Ask friends, neighbors, students, and community leaders if they would like to volunteer or suggest others who might be interested. You must have a compelling message! Your message explains why your agency is worthy of a potential volunteer's time. Make your message short, simple and direct, communicating the need for the volunteer's service and the good he/she can do. Stress the need of the community for the service, but also delineate the benefits the volunteer will receive.

Retaining Your Volunteers: After recruiting volunteers, find or develop opportunities for them to get involved right away. Make sure volunteers understand the importance of the task they are doing and how it fits into the overall project / agency / mission. Be flexible-- have volunteer projects on weekends & weekdays, morning and evenings. Give honest and sincere praise, say "thank you", and make people glad they came and participated. Recognize your volunteers whenever possible.

Fundraising for Capacity Building: Why capacity building? It's simple. Would you build a house without a foundation? Probably not, since you wouldn't have anything to build upon. The same holds true for your organization's administration. If you don't have the basics in place—a strategic plan, web presence, marketing, grant campaign, accounting systems— you have nothing to build your programs upon, and chances are you won't be fulfilling your mission. As you start out, it is important to ensure your organization's future success by investing in critical capacity building initiatives early on.

Ask yourself:

- What are we doing that we could be doing better?
- What should we be doing that we aren't?
- Can we do those things?
- Who in our organization is qualified to do them?
- When do we need to do them?
- How will we cover the costs?

Remember, part of successful fundraising and building capacity involves public education—building the public image of your organization or cause.

10 x 10



Services

A comprehensive analysis of your organization's capacity should involve analysis of your current administrative needs, and subsequent establishment of a solid foundation.

CharityNet USA recommends that the following minimum standards be in place to guarantee your organization's future strength and sustainability.

I. Startup Basics

- ✓ EIN
- ✓ Incorporation
- ✓ Open Bank Account
- ✓ 501c3
- ✓ Bylaws
- ✓ State Registration & Tax exempt

- ✓ Develop Strategic Plan
- ✓ Policies
- ✓ Develop Programs for board Governance
- ✓ Develop Board Member Handbook/Forms
- ✓ Develop Volunteer Recruitment Process & Establish

II. Startup Fundraising

- ✓ Recruit Volunteer Fundraising Team
- ✓ Train, Motivate & Reward Fundraising Team
- ✓ Plan & Execute 3-5 Fundraising Events
- ✓ Develop Donation Letter

III. Creating Awareness

- ✓ Biz Cards/Flyers/Brochures/Post Cards
- ✓ Develop Website or Add Content
- ✓ Recruit PR Spokesperson Volunteer
- ✓ Seek letters VIP Public Officials

IV. Increase Funding Strategies

- ✓ Develop Fee-Based Services
- ✓ Seek Corporate Sponsorship
- ✓ Implement Foundation Grants
- ✓ Develop Donor recognition Program

V. Management Initiatives

- ✓ Utilize CharityNet Professional Consultant
- ✓ Fiscal Sponsorship Program
- ✓ Establish Bookkeeping process

VI. Marketing Strategies

- ✓ Develop Tag Line
- ✓ PR Campaign
- ✓ Publish Newsletter to Create Awareness of Upcoming Events
- ✓ Write Press release - Local media
- ✓ Register in Social Media Networks
- ✓ Register in Nonprofit Directories
- ✓ Establish a Blog
- ✓ Develop Website SEO Strategies

VII. Financial Management & Reporting

- ✓ State Annual Reports
- ✓ IRS Form 990
- ✓ Formal Annual Report to Constituents
- ✓ In Some states—Tax Returns (ex. 990-IL, CA Form 199)
- ✓ Meeting Minutes
- ✓ Renewal Charitable Organization Registration

VIII. Major Funding Strategies

- ✓ Identify Local Professional Fundraiser
- ✓ Plan Major Capital Campaign

10 x 10



How Does the Program Work?

Unfortunately, many startup nonprofits do not have the funds or expertise to obtain the necessary business fundamentals such as:

- 501c3 IRS Tax Exemption
- State Exemption
- A Strategic Plan
- Grant Funding
- A Web site
- Bookkeeping
- Marketing Collateral and more

For this reason, CharityNet USA has developed the “10x10” program specifically for startup and early-stage nonprofit organizations. Through the “10x10” program, we can help you find the funds to invest in these essential business fundamentals! More specifically, if given a 100% effort by your organization you can raise...

\$10,000 in 10 Weeks!

The **10x10** program works by providing your nonprofit organization with an achievable plan for success over a 10 week period. You will begin the process by completing our Nonprofit Review form. From the review, we can assess what critical elements are needed to build a solid foundation for the future of your nonprofit. We will strategically place each of those critical elements into a different phase that will be achieved during the “10x10” timeline.

Each phase is accompanied by a simple fundraising event that is already planned out with easy to follow steps and ready for your organization to conquer. You will also be provided with a custom flyer to be used for the specific event and a custom donation letter. Once you implement and complete the event you will return to us for the next phase of the program. A portion of the funds raised in the previous phase, will then be put toward the fundamentals identified for that specific phase.

Participants in the program will complete each phase, all with identified financial and administrative goals. At the end of the program you will not only have raised the necessary funds to support your organization, but you will also have taken the critical steps to building awareness and legitimizing your organization through its administrative needs.

Fundraising Event Timeline

Phase	Event	Cost	Planning	ROI Goal	Timeframe
1	Car Wash	\$25	1 Day	\$500	Week 2
2	Small Biz Sponsor	\$100	1 Week	\$1,500	Week 4
3	Restaurant Silent Auction	\$250	2 Week	\$3,000	Week 7
4	Sports Event	\$500	2 Week	\$5,000	Week 10

10 x 10



Key Benefits

The “10x10” can benefit your organization in a variety of ways that will be invaluable to the success of your organization!

The “10x10” Program will:

- Provide a steady stream of income for your organization!
- Give you the money to invest in developing a strong organization through:
 - Strategic Planning
 - Donor Recognition
 - Marketing
 - Consultation
 - Grant Writing
- Create a more "visible" presence of your organization, making fundraising easier in the future.
- **Set your organization on the right path to mission fulfillment and future success!**

Ready to Get Started? Contact Us Today!

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