



# Science of Fundraising

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# Science of Fundraising

## Goal

Provide a framework for organizing and implementing a successful fundraising event.



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## Objectives

- Discuss Fundraising: *Why?*
- Discuss forming a *Fundraising Event Committee*.
- Discuss developing a Fundraising Event *Goal*.
- Discuss the need for the Fundraising Event *Spark*.
- Discuss Fundraising Event *Planning*.
- Discuss the importance of a Fundraising Event *Timeline*.



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## Objectives

- Discuss a Fundraising Event *Budget*.
- Discuss Fundraising Event *Marketing*.
- Discuss conducting the Fundraising Event.
- Discuss the Fundraising Event *After Action Meeting*.
- Discuss the Fundraising Event *Turn Over File*.



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## References

“Fundraising for Dummies”  
John Mutz & Katherine Murray



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## Fundraising: Why?

- Drives Commandery's Beneficence.
- Profess Virtue of Charity.
- Good Samaritan.
- Belonging, Respect and Reward fulfilled.
- Organization seen as Faithful.
- Team Building.
- Identify and Build *Leaders*.
- Attract new members.



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## Forming a Fundraising Event *Committee*

- Fundraising Event Chairman.
- Fundraising Event Co-Chairmen.
- Fundraising Event Volunteers.
- Committee decides type of Fundraising Event.
- Committee completes all planning for Fundraising Event.



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## Fundraising Event Committee *Goal*

- Objective of the Fundraising Event.
- Description of the Fundraising Event.
- Educate volunteers on Fundraising Event *Goal*.
- Develop Fundraising Event *Spark*.



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## Fundraising Event *Spark*

- Fundraising starts with the *Spark*.
- People want to help.
- People want to give.
- You help donors achieve their goals.
- Fundraising is a noble endeavor.
- Passing it on to donors.



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## Fundraising Event Committee *Planning*

- Chairman Schedules Planning Meetings.
- What type of Fundraising Event.
- What are the necessary first steps?
- What tasks need to be completed?
- What will the budget be for planning and implementing the event?
- Complete planning Fundraising Event.



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## Fundraising Event *Timeline*

- Chairman develops and tracks progress.
- Planning Meetings.
- Fundraising Event Date.
- Back Plan.
- Tasks completion.
- Expense Tracking.
- Income Tracking.
- After Action Meeting



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## Fundraising Event *Budget*

- Produce a Budget.
- Track and Report Expenses.
- Track and Report Income.
- Start up cost.
- Determine Net Profit.
- Fundraising Event Chairman Reports Budget.



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## Fundraising Event *Marketing*

- Develop.
- Determine Target Population.
- Distribute.
- Feedback.



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## Conducting the Fundraising Event

- Chairman should be visible.
- Document and solve problems.
- Listen to suggestions.
- Thank You.
- State Goal and Spark to Guests.



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## Fundraising Event *After Action Meeting*

- What worked?
- What didn't?
- What needs improvement?
- What needs to be added?
- Fundraising Event Chairman Compiles Answers.



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## Fundraising Event *Turn Over File*

- Completed by Fundraising Event Chairman.
- Fundraising Event Goal and Spark.
- Fundraising Event Planning.
- Contains Planning Meeting Agenda and Minutes.
- Fundraising Event Timeline.
- Fundraising Event Budget Report.
- Fundraising Event Marketing.



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## Summary

This period of instruction provided a framework for a Commandery to organize and implement a successful fundraising event.



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QUESTIONS ???