Welcome

Mission Possible: How to start and grow a thriving nonprofit

Co-sponsored by:
Hartford Public Library
Hartford Foundation for Public Giving
Presenter: Roosevelt Smith
Inspiration

You are not a drop in the ocean.

You are the entire ocean in a drop.

- Rumi
Objectives:

- Give you the confidence, conviction, and know how to start, run and grow a thriving nonprofit organization

- Identify sources and resources for nonprofit information
Agenda

- Introductions
- What is a Nonprofit?
- What does success (impact) look like?
- Resources & Supports
Introductions

- Name
- Purpose or cause?
- Who will benefit & How?
- Do you have your 501(c)(3)?
- What do you hope to get out of this session?
What is a nonprofit organization?

Legal Structure
Mission Purpose
Business Model & Funding Plan
Team
Legal Structure

- Incorporation
- 501(c)(3) designation
  letter from IRS
- By Laws
- Board
ALTERNATIVES to starting a 501(c)(3)

• Fiscal Sponsorship

• Become a PROGRAM of an existing organization – nonprofit or for profit
*Checklist #1:

Compliance

File annual IRS 990

Pay quarterly payroll taxes

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Mission Purpose

- What you do?
- Who you do it with/for?
- How you do it?
Make the Case for Support

- **Mission** – Why do you exist? To do what for whom and how?
- **Goals** – What will you accomplish? Results
- **Objectives** – How you will obtain results?
- **History** – How long and how well?
- **Budget** – How much? From where?
- **Structure** – Who does what?
WHAT is the need you plan to meet or change you seek to bring about?

HOW BIG?

WHERE?

WHO ELSE is addressing the need?

WHO will fund it?

Who is willing to HELP you?

What DATA do you have?
Develop a Budget

Exercise

*Checklist 4
Handout p. 15

*page 14
For the first time ever, charitable giving exceeded the $400 billion mark in 2017, spurred by growth from all four sources of giving.

$410.02 billion

Where did the generosity come from?

- Giving by Individuals: $286.65 billion
  - 5.2% increase (3.0% when inflation-adjusted)
- Giving by Foundations: $66.90 billion
  - 6.0% increase (3.8% when inflation-adjusted)
- Giving by Bequest: $35.70 billion
  - 2.3% increase (0.2% when inflation-adjusted)
- Giving by Corporations: $20.77 billion
  - 8.0% increase (5.7% when inflation-adjusted)

Contributions by source (by percentage of the total)

- Giving by individuals increased $14.27 billion over last year for a growth rate of 5.2 percent, on track with the growth in total giving.

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

- 31% Religion: $127.37 billion
- 14% Education: $58.90 billion
- 12% Human Services: $50.06 billion
- 11% To Foundations: $45.89 billion
- 9% Health: $38.27 billion
- 7% Public-Society Benefit: $29.59 billion
- 5% Arts, Culture, and Humanities: $19.51 billion
- 6% International Affairs: $22.97 billion
- 3% Environment/Animals: $11.83 billion
- 2% To Individuals: $7.87 billion

Where are all of the charitable dollars going? (as a percentage of the total)


*All figures on this infographic are reported in current dollars unless otherwise noted.
Principles of Fundraising

- Make the Case for Support
- The Purpose of Fundraising is to Build Relationships
- Choose Appropriate Strategies
- Diversify Your Funding Sources
The Development Process

- Cultivation
- Solicitation
- Stewardship
Identify “Qualified” Prospects

Must Fulfill All Three Criteria:

1. **Ability** - Have resources to give
2. **Interest** - Have a significant personal reason to be interested in our organization or have demonstrated interest in the problem
3. **Link** - Are accessible to us via a “link” person
Develop Your Fundraising Approach

*Checklist #5
Handouts pp. 17 - 18

*page 16
Team

- Develop a Solid Board
- Volunteers
- Staff
Building Your Team

- What’s Important?
  - Characteristics
  - Role/Expectations
  - Skills
  - Tasks to perform/Timing

- Exercise
  - List some characteristics and expectations
  - Decide on 3 – 5 immediate tasks for each
Board Development

*Checklist 6
Handouts pp. 21 – 30

* Page 20
How to Measure Impact

Funders expect to see that you are making a difference.

What does success look like programmatically and organizationally?

Nonprofit Life Cycle
Evidence of Success:

1. A solid board of directors

2. Develop & implement a realistic plan

3. Develop and manage to a realistic budget

4. Success at raising funds from varied sources

5. DATA that shows your work & its impact
Online Handouts

- The link to this workshop’s resources on the NSP website:
  - [http://nsp.hfpg.org/nsp/IdLikeTo/FindAdditionalResources/AdditionalResources.aspx](http://nsp.hfpg.org/nsp/IdLikeTo/FindAdditionalResources/AdditionalResources.aspx)
  - Click on “Mission Possible: How to start and grow a thriving nonprofit” and handouts.