



Introduction to Resource Mobilization

Building A Sustainable Donor Base

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About Me



- Nearly 20 years experience as a movement leader and resource mobilizer
- Experience working on small and large development teams (1-70+)
- Served on development teams at universities, healthcare facilities, social justice organizations and arts institutions.
- Experience includes individual and institutional donor development, grant writing, planned giving, capital campaigns, events, grassroots fundraising, and mutual aid.
- Also experienced in financial management, fiscal sponsorship, organizational planning, board development, and organizational systems.



What Is Resource Mobilization?



Rosa Parks and The Montgomery
Bus Boycott



Harriet Tubman - Abolitionist - Spy -
Conductor of The Underground
Railroad



Sylvia Rivera and Marsha P. Johnson
- Street Transvestite Action
Revolutionaries - STAR



What Does Resource Mobilization Look Like In Your Organization?



Proposal Writing

Public and Private Grants



Events

House parties, conferences, galas, and other events



Donor Engagement

Building Relationships, Making Asks, Practicing Gratitude

What Does Resource Mobilization Look Like In Your Organization?



Grassroots Fundraising

Bake Sales, T-shirts, Community Tag Sales



Mutual Aid

Solidarity based community resource sharing. Without the support of government and existing outside of traditional Non-Profit structures.



CrowdFunding

Supporting your most engaged donors In leveraging their networks to raise money for your cause.

Today's Focus:



Donor Development

Leveraging The Generosity of Individuals
In Your Community and Beyond



Why Invest Time In Developing Your Donor Base

- Tap into bases of support in your community and beyond.
- Individual donations are usually unrestricted funds
- Individual donors can also become volunteers, board members, and connect us to other supporters.
- Major donor initiatives can bring in large donations without an application and reporting process
- Build sustainable relationships with your donors and encourage them to increase their giving over time.





Identifying Donors and Cultivating Relationships

Finding donors may be easier than you think. Who is showing up for your work? What opportunities can you create to engage those folks and get to know them?



Making The Ask & Closing The Gift



So you're ready to make an ask. What should you say?
It's important to have a plan and, remember, it's not
just about what you say - silence is golden . . .



Did the donor say yes? Now what?
Your work isn't done until the money hits the bank.
Follow up is key.





Acknowledgements & Stewardship

How do you show your appreciation for your donors? How do they know how their gifts are impacting your work? How are you demonstrating good stewardship of their dollars?

Help your donors understand how they fit in to your work and engage them for long term giving.

Communication is everything!



Closing



Q&A

Survey



Thank You!

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