



Fundraising

Julie Polumbo • AWAG 2019

**What fundraising experience
do you have?**

**What are you hoping to gain
from today's presentation?**

Types of Fundraising

- Events
- Grants
- Institutional Giving
- Direct Mail
- Corporate Sponsorship
- In-kind Donations



Fundraising Process

Planning

- Fundraising Plan, Goals & Calendar
- Regulations & Approval
- Community Needs

Execution

- Action Plan
- Details
- What If Scenarios

Follow-Up

- After Action
- Grant Reports
- Recognition

Making the Ask

- Research Donor / Foundation
- Connect Values / Interests
- Be Specific
- Have a Secondary Ask / Cultivation Plan
- Practice to Build Confidence
- Energy / Vision
- Pause & Wait

Making the Ask: Partner Activity

- Scenario 1: Ask Spouse Club to contribute \$500 to USO
- Scenario 2: Ask PX Manager to donate baby supplies to Red Cross Baby Expo event
- Scenario 3: Ask long time donor to spearhead building committee and donate \$10,000

On Base Fundraising Considerations

- Check with MWR or relevant organization prior to conducting any fundraising activities
- Private organization registration required with installation commander (AR 210-22 and AE Reg 210-22)
- Relevant Regulations: DoD Directive 5500.7-R, Joint Ethics Regulation (JER) with changes 1-7, dtd. 11.17.2011, AR 600-29, base specific letters/directives
- Off-base fundraising subject to local laws

Generating Fundraising Ideas

In small groups, generate a fundraising project:

- Location, Organization
- Goal
- Fundraiser
- Value Connection

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