

## Fundraising Actions We Can Take Now **NEW**

### Thank You Letter

Improve the letter.

Are thank yous sent for ALL donation streams?

### Payment Options

Add paypal for those who prefer it.

Learn best ways to set up forms online. Set up opt-in forms to increase appeal participation.

Explore additional payment options: Paypal, Network for Good, Firstgiving.com, chipin.com or change.org

Give through Guidestar (4.75% grant is retained by Network for Good )

Give through Network for Good

Describe overhead costs for various payment options.

Recurring donations made easy through Chase Bank. Include credit cards as a payment option for fund raising, annual memberships, and retail sales. Merchant Services (Paymentech) can help speed up your incoming cash flow.

### Quarterly Appeal

Letter **FIRST DRAFT DONE!** Lynn, Kathleen, Liz, Craig, Robert, Rachael

Still planning to do in Sacramento.

Increased number of potential donors. 1400 names now. **Thank you Robert!**

Queries pull in names from people who have purchased books in past three years.

Request "opt-in" from those mail donors who are interested in receiving the occasional email.

Follow up appeal with short email to donors for whom we have email.

Special appeal for those we only have email addresses for.

Continue to create the appeal templates.

Establish schedule for appeals.

Add payment options to September appeal. (Phone number, JustGive)

### Meetings and Convenors

Please pass the basket. (Email Letter from Craig)

Follow up postal mail with a new "Give Something Back" brochure for distribution at meetings.

Follow up postal mail with a new procedure for sending money back.

Possible mailing with folding boxes to all convenors.

Establish method for sending in meeting funds via internet credit card payment.

Establish methods for linking and transferring through Chase account.

23 meetings out of 140, \$5218 thus far in 2011 calendar year

How many are sending in for multiple meetings.

Set up a system for sending in funds. Yellow envelopes too small.

Set up a system for tracking funds that are sent in.

Develop a procedure and method.

When a charter is sent out, need to send out a procedure.

Convenor website for procedures and communications and resources.

Set up a dashboard for each meeting for reporting.

What info to request on survey as well.

Regional Representatives and Area Reps to cheerleader them to actually participate.

Sign in sheet with money and envelope is easy.

Report on expenditures as well as what they take in.

Add caution for when not to pass basket, to go in the meeting policy.

### Book Sales

Add opt-in form to book sales both online, email, snail mail.

Bookmark with each book sold.

Add book order form to the new California Meeting Schedule. **Done! Please approve.**

<http://lifering.org/wp-content/uploads/2011/09/California-Brochure-090511.pdf>

Rewrite the Recovery By Choice workbook brochure. **Done! Please approve.**

<http://lifering.org/wp-content/uploads/2011/09/New-Workbook-Brochure.pdf>

Add opt-in.

Add Recovery By Choice workbook brochure to the online brochure list.

Create a new brochure for Empowering Your Sober Self.

Revise Food for Sober Thought.

Create hard links to Book Sales from online locations.

Have significant quantities of book order forms at CAADAC conference.

Provide sample worksheets from workbook to CAADAC conference attendees as part of packet.

Same as Recovery Expo, Tim. Work with Tim to get him book sales brochures and Counselor packets.

Create Workbook counselor group exercise sheet.

Mailing to convenors: New Publications Brochure to distribute at meetings with order form.

### **Chat**

Request that chat convenors announce requests for donations at their meetings.

Add the wording for donations to the chat meeting mini-pastes. [Done!](#)

Update chat slide show to highlight donate button. [Done!](#)

Some funds have come in from chat and online. Check with Robert.

### **Online**

Create donation button on page one of the website. [Done!](#) [Please review.](#)

Create donation button on page one of ning. [Done!](#) [Thanks Steve!](#)

Create donation button on page one of the forum. Craig?

Update contributions web page.

<http://lifering.org/bookstore/#ecwid:category=280369&mode=category&offset=0&sort=normal>

Why limits on possible donations? Include more categories with higher amounts.

Better if you can write in your donation amount.

Create an "opt-in" online for those who are interested in receiving the occasional email. Button.

Blog piece appeal.

[Google Checkout \(free to google grants recipients\)](#)

[Consider setting online goals and tracking <http://www.donationstracker.com/>](#)

[Are we in Google for Nonprofits? <http://www.google.com/nonprofits/>](#)

[Submit story for <https://services.google.com/fb/forms/NonprofitStory/>](#)

<http://www.google.com/nonprofits/makeachange/>

[Set up a cause on Facebook.](#)

[Create Facebook appeal set.](#)

[Create Twitter appeal set.](#)

[Post Appeal in ning, forum, email lists in set of posts.](#)

[Local media outlets to see if they do pro-bono ads for local nonprofits](#)

### **Research on LifeRing prior to Donation**

[Guidestar: Update Mission Statement, Impact Statement, Background Statement and How Funded](#)

[Update Network for Good Page](#)

### **Work Diligently on a Fundraising Plan**

Spend the month of September fleshing out the existing outline.

Begin to fill in the framework of a generic funding proposal from the results of the planning.

Begin to prioritize fundraising ideas.

Adapt the generic proposal to specific projects.

### **Fundraising Chair and Committee**

Dedicated development.

Lauretta would like to be replaced as fundraising chair.

NEXT YEAR

Craigslist Foundation <http://craigslistfoundation.org/about/faqs/>

Craigslist Foundation Boot Camp <http://craigslistfoundation.org/events/boot-camp/>

add resource to <http://likeminded.org/>