

Fundraising Resources: A Basic List

Compiled by River Network Staff, 12/21/04

For more resources on specific fundraising topics go to www.rivernetnetwork.org/fundraisingguide, and click on the “Resource” section of the topic you are interested in.

PUBLICATIONS

River Fundraising Alert, published by River Network.. A quarterly publication with articles and practical advice on fundraising for river and watershed groups. Available free to River Network Partners, individual issues are \$3 apiece. Order through the web site, www.rivernetnetwork.org, or call (503) 241-3506.

Fundraising for Social Change, by Kim Klein, 2000, 416 pages, published by Chardon Press, \$35. This book provides organizations that have budgets of less than \$1 million (including much less than that) with the information they need to establish, maintain and expand a successful community-based fundraising program. Order online at www.josseybass.com.

Grassroots Grants: An Activist’s Guide to Proposal Writing, Andy Robinson, 1996, 194 pages, \$25.00. Chardon Press, www.josseybass.com. Describes just what it takes for grassroots groups to win grants, including how grants fit into a complete fundraising program, using the grant proposal as an organizing plan, designing fundable projects, building the proposal piece by piece, and more. Includes 4 sample proposals with accompanying critiques.

The Grass Roots Fundraising Book: How to Raise Money in Your Community, 2nd edition, by Joan Flanagan. Has chapters on raising money from members and raising money from believers. Publisher: McGraw-Hill, 1-800-722-4726; 344 pages; \$18.95 plus postage and handling. Or purchase online at www.amazon.com.

Grassroots Fundraising Journal, published 6 times a year by Kim Klein, 3781 Broadway, Oakland, CA 94611, 888 458-8588, www.grassrootsfundraising.org. Price: \$32/year. The *Journal* is crammed full of excellent articles on all aspects of grassroots fundraising. To view past articles, click on “Archives” and then go to “Grassroots Journal Article Finder” and follow the directions to browse through and order articles (\$3/article).

The Nonprofit Membership Toolkit, by Ellis M. Robinson, published by Chardon Press, has great information on member recruiting. Available at www.josseybass.com, or 800-956-7739 for \$35 plus shipping.

River Advocates’ Fundraising Guide, compiled by Pat Munoz, contains how-to information, samples, case studies and resources on most of the major fundraising strategies. Available free on-line at www.rivernetnetwork.org/fundraisingguide

DIRECTORIES

To find a directory for local funding sources in your state or region, go to www.fdncenter.org and click on “Learning Lab”, then on “Topical Resource Lists”. Next, click on “State and Local Funding Directories” under the heading “Directories” and find the directory for your state.

Directory of Funding Sources for Grassroots River and Watershed Conservation Groups, River Network, 2003. This searchable database, available only to River Network Partners, is located at www.rivernetnetwork.org and includes profiles of potential private, corporate, and federal funding sources for river and watershed groups. Paper copies are available for \$35 plus shipping. For more information, contact River Network, 520 SW 6th Ave, Portland, OR 97204, or call (503) 241-3506.

Environmental Grantmaking Foundations. This Directory, published annually by Resources for Global Sustainability, contains information on over 700 environmental grantmakers. It includes sample grants and is a tremendous resource for targeting potential funders. Available for \$105 plus shipping. Call (800) 724-1857, e-mail: rgs@environmentalgrants.com, or go to www.environmentalgrants.com. A CD-Rom version of the Directory is available for \$115.

The National Guide to Funding for the Environment & Animal Welfare is an excellent resource published every other year in June by the Foundation Center, which lists over 2,000 foundation and corporate funders by state and costs \$115 plus shipping. It is available for sale from the Foundation Center, 79 5th Ave., New York, NY 10003, (212) 620-4320, (800) 424-9836 and can also be used at no charge at the Foundation Center libraries in New York City, Washington, DC, Atlanta, Cleveland and San Francisco. The FC also has 213 Cooperating Collections, usually libraries or nonprofit information centers, where the public can access these resources. For the Cooperating Collection Center closest to you, call the FC’s toll-free line or visit the Web site at <http://fdncenter.org>.

WEBSITES

For more websites on specific fundraising topics go to www.rivernetnetwork.org/fundraisingguide, and click on the “Resource” section of the topic you are interested in.

www.communityfoundationlocator.org. Use this website to locate community foundations.

www.fdncenter.org, the Foundation Center’s site, is without a doubt the premier web site for foundation research and how-to information. The web site allows you to search for individual foundations by name (go to “Foundation Finder”), by state (go to “Foundation Web Sites”) and also permits a “sector” search by key word. There are links to thousands of foundations web sites and form 990-PFs, lists of books, free online tutorials, and much, much more.

www.rivernetwork.org. Click on the *River Advocates Fundraising Guide* for “how-to” information on most aspects of grassroots fundraising or search the “Resource Library” for additional articles and information.

FUNDRAISING TRAINING

Training opportunities are often available at the **nonprofit center** or **community foundation** nearest to you. Go to the website of the National Council on Nonprofit Associations, www.ncna.org to find your local nonprofit center, or to www.communityfoundationlocator.org for your local community foundation.

The Environmental Support Center, www.envsc.org. Provides funding for organizational and coalition training and capacity building including fundraising training. Contact them at 202 331-9700.

The Grantsmanship Center, www.tgci.com, provides fundraising training and materials to nonprofits. The Center has workshops all over the country covering all aspects of foundation, government and corporate grantseeking. A limited number of partial scholarships are available to organizations with small operating budgets.

The Institute for Charitable Giving, www.instituteforgiving.org, specializes in seminars on raising money from individuals, including major donors and capital campaigns. A limited number of partial scholarships are available. Contact them at 1-800-234-7777.

Institute for Conservation Leadership, www.icl.org provides training to members of conservation oriented nonprofits. The Institute's programs include: "The Complete Fundraiser". For more information contact the ICL at (301) 270-2900.

Kim Klein's Fundraising Training Videos. Videos of a fundraising workshop taught by Kim Klein, author of *Fundraising for Social Change*. Topics include: Planning for Fundraising, Special Events, The Role of the Board, Asking for Money & Prospect Identification, Major Gift Solicitation, and Raising Money by Mail. Available on free loan from River Network, one at a time with a \$50 deposit. Call Pat at 202 364-2550 for more information.

River Network, www.rivernetwork.org provides customized fundraising training and technical assistance through River Network's Partnership program. Contact Wendy Wilson at (208) 345-3689 or Pat Munoz at (202) 364-2550.