

Fundraising Through Community Development

An Un-Urban Perspective

Pacific AIDS Network
Executive Director Fund Development Workshop
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What is Community Development?

- Community Development Exchange defines community development as:
- “The process of developing active and sustainable communities based on social justice and mutual respect. It is about influencing power structures to remove the barriers that prevent people from participating in the issues that affect their lives.”

Great! Now we know what a
Community Development
Coordinator does....

But what does that have to do with
FUNDRAISING????

By using a Community Development approach to fundraising we can...

- Make connections in the community to educate and inform about what your organization does, therefore earning trust and mutual respect
- Build capacity – both for your organization & for your community at large, by forging new partnerships and strengthening existing ones

Why is this different in a non-urban area?

- **Geography & distance** – can pose significant barriers for fundraising events that rely on people coming together
- **Working in isolation** – lack of other organizations with similar mandates
- **Smaller populations** – fewer people to raise money from
- **Less diversity** – community is not open to supporting causes which may be viewed as controversial

How has this approach made a difference in the fundraising that Living Positive does?

Making connections with professional organizations; service clubs; civic/community organizations; educational institutions; government; media and faith-based organizations has allowed us to inform more people about the work we do. This in turn has helped to bring new donors, increase participation in fundraising events, and build a strong network of supporters in the community.

EXAMPLES

- Professional organizations – Chamber of Commerce; Downtown Business Association; Women in Business
- Service clubs – Rotary, Kinsmen, Lions, Kiwanis
- Community organizations - PICC (Partners in Community Collaboration), ORC (Okanagan Rainbow Coalition); other service providers; neighbourhood organizations
- Educational – School Districts, Independent schools, Colleges & Universities
- Government – Mayor & Council, MLA's, MP's
- Media – radio, print, television, online
- Faith-based organizations

KEYS TO SUCCESS

- Find a community “Champion”
- Involve all members of your organization – Board, Staff, Volunteers & Donors – to increase your capacity and reach new sectors of the community
- Documentation – keep detailed records of events for submission to funders & sponsors
- Let people know how their donation has changed lives
- Say THANK YOU – often!