



Untapped: How Community Organizers Can Develop and Deepen Relationships with Major Donors and Raise Big Money

The Linchpin Campaign: A Project of the Center for Community Change

Available online at <http://www.communitychange.org/our-projects/linchpin/resources/untapped.pdf>

This Guide and Who It Is For

Community organizing works. This guide is for those who know that best: the organizers and leaders who already have what they need in their success stories, direct experiences, and toolbox of skills to demonstrate to donors who give big money that supporting what they do is a wise investment.

In Untapped we examine how to apply the basics of community organizing to raising money from major donors.

We begin with an overview of the potential and the challenges of major donor fundraising. We introduce Linchpin's formal survey of major donors and review our other sources of information. We go on to describe different types of major donors, how and where to find them, and some key things to keep in mind about major donor fundraising.

At the heart of Untapped is an examination of each of the five main findings from the Linchpin survey and the implications for organizers, leaders, and those raising money for community organizing. We include sample scenarios, talking points, and organizing examples.

We conclude with a summary and appendices. There you can find a sample scenario for cultivating a major donor, reference information, and a list of other resources.

Please note that most of the information we gathered for this guide was confidential, to allow donors and fundraisers to be as forthright as possible about sharing their views. This is why, while we identify some individuals and organizations by name, particularly support organizations, most organizers and major donors remain anonymous.

Although some would be comfortable being identified alongside their comments, we chose to handle all of the attributions in a consistent manner.

We speak directly to community organizers here, and generally refer to the community organizing representative as "the organizer." At the same time, other staff members as well as leaders have important roles in major donor fundraising. The roles that various people take on vary from organization to organization. A leader could be a low-income parent who is involved in education organizing for the first time or the long-time pastor of a neighborhood congregation. A staff member could range from a development director to an executive director. Especially in the sample scenarios, you can generally replace references to "the organizer" with the term that reflects your situation, such as "leader" or "board member" or "director," or anyone in your organization whose role includes building donor relationships.

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