

Fundraising for Scholarships

AAUW FALL CONFERENCE

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KRISTIN OLSON, GRANTS GALORE

Before you ask for donations, Know your IRS status

501(C)(4)

Standard chapter structure

- ❖ Nonprofit status
- ❖ Non-charitable purpose
- ❖ Contributions are not tax deductible

501(C)(3)

Educational foundation structure

- ❖ Nonprofit status
- ❖ Charitable purpose
- ❖ Contributions are tax deductible

AAUW Fundraising Policy - Scholarships

Policy 502. Section IV.C.
Tax-Deductible Donations

<https://ww3.aauw.org/files/2018/03/Scholarship-Programs-of-AAUW-Affiliates-Policy-502-nsa.pdf>

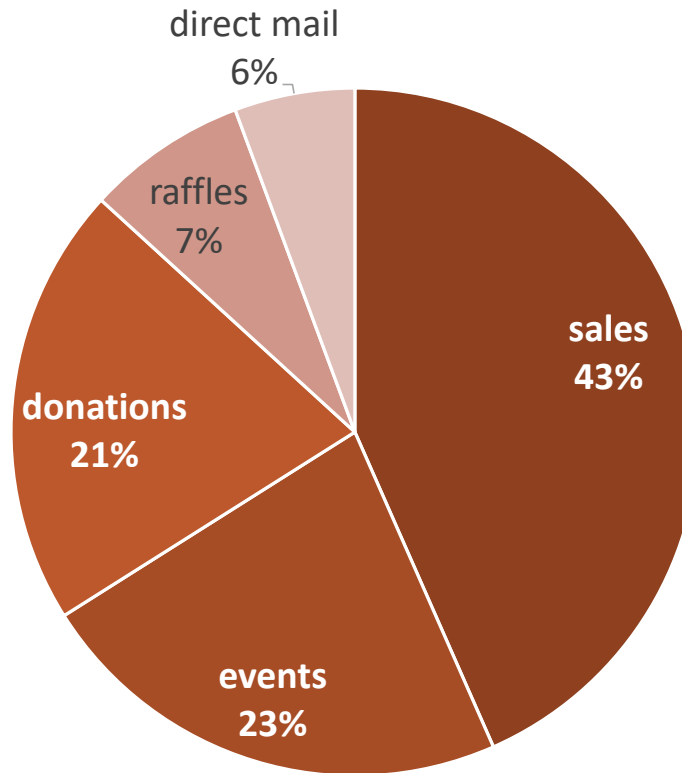
Donations to support AAUW scholarship programs are tax-deductible if....

1. Chapter has 501(c)(3) status
2. Chapter passes through to AAUW national
3. Given to a college or university for established AAUW academic scholarships
4. Chapter passes through to a college or university

AAUW Branch Fundraising Activities

Northern District

- Schaumburg
- Batavia/Geneva/St. Charles
- Aurora
- Downers Grove
- Elgin
- Elmhurst
- Glenview
- Naperville
- Palos/Orland Park
- Wheaton/Glen Ellyn



Southern District

- Belleville
- Champaign/Urbana
- Decatur
- Monmouth
- Morton
- Ottawa
- Pekin
- Peoria
- Rock Island/Moline
- Springfield

Proven Fundraising Strategies

- ❖ Direct Mail – Annual Letter/Giving Campaign
- ❖ Donor Retention Efforts
- ❖ Major / Legacy Gifts
- ❖ Online Social Fundraising
- ❖ Grantseeking



<https://boardsource.org/research-critical-issues/measuring-fundraising-effectiveness/#:~:text=Dependency%20Quotient%3A%20A%20measure%20of%20risk%2C%20the%20Dependency,face%20of%20changed%20priorities%20among%20its%20top%20funders>

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Direct Mail

Annual Letter / Giving
Campaign

- ❖ Compile lists
 - List friends & family
 - Collect at events
 - (with permission to contact them)
 - Acquire mailing lists

- ❖ Select strategic date
 - Year-end / Giving Tuesday
 - Community- / Chapter-specific
 - National observances – Kuder.com

Donor Retention Efforts

- ❖ Conduct post-event follow-up
- ❖ Thank your donors
 - Meaningful
 - Frequent
 - From scholarship recipients
- ❖ Engage donors with storytelling
 - Tell the AAUW story – we've been advocating for diversity, equity, and inclusion long before the Me Too movement began.
 - Who benefitted from the scholarships & how

Major / Legacy Gifts

On average, 10%-20% of donors will provide 80%-90% a nonprofit's annual fundraising*

- ❖ Identify & cultivate potential donors at this level
- ❖ Ask for a specific amount

* <https://bloomerang.co/blog/top-6-nonprofit-fundraising-strategies-in-2019/>

Online Social Fundraising

- ❖ Research what social media platforms your potential donors use
- ❖ Reach out via multiple channels
- ❖ Socialize

Interact

Ask questions

Tell impact stories

Grantseeking

- ❖ Start small – Start local
- ❖ Find grantmakers that are the best-fit for your funding needs

Fundraising Tips

1. People give to people, but not unless/until you ask them
2. Focus on one call to action
GIVE ♦ DONATE ♦ RENEW
3. Don't distract donors with other calls to action
(vote, visit, learn, etc.)
4. Suggest giving levels

More Tips

5. Collect the essentials
(name, contact info, payment info)
6. Don't ask for information unrelated to the donation (birthday, position/title, marital status)
7. Hand-sign letters & hand-address envelopes in **blue** ink
8. Track your results ♦ Use the results to inform future efforts

<https://doublethedonation.com/tips/matching-grant-resources/nonprofit-fundraising-statistics/>

<https://www.anedot.com/blog/higher-education-fundraising-statistics-strategies>

<https://www.classy.org/blog/2021-fundraising-trends/>

<https://bloomerang.co/blog/top-6-nonprofit-fundraising-strategies-in-2019/>

<https://afpglobal.org/FundraisingEffectivenessProject>

<https://boardsource.org/research-critical-issues/measuring-fundraising-effectiveness/>

<https://boardsource.org/research-critical-issues/measuring-fundraising-effectiveness/nonprofit-financing-fundraising-perspectives/>

<https://www.northerntrust.com/united-states/insights-research/2021/wealth-management/the-numbers-are-in>

<https://candid.org/find-us>

Q & A



Kristin Olson

Grants Galore

(217) 652-4676

Kristin@GrantsGalore.net