

DISCUSSION GUIDE

FUNDRAISING CONCEPTS

MANDELA WASHINGTON FELLOWSHIP INSTITUTE COURSE

**Presenter: Peter McFarren, Chief Development Officer, Habitat for Humanity-Charlottesville,
MWF Institute Instructor, Presidential Precinct**

Lesson Description

This five-lesson course examines the key principles of fundraising for non-profit and for-profit endeavors. It provides instruction on how to create and implement strategic fundraising plans, how to design and execute marketing and communication strategies needed for fundraising, and the difference between fundraising for non-profit and for-profit organizations.

Course Overview

1. Creating a Strategic Fundraising Plan
2. The Components of a Fundraising Plan
3. Marketing and Communication Strategies for Fundraising
4. Fundraising for Non-Profit Organizations
5. Fundraising for For-Profit Organizations

Discussion Questions

1. What are the most likely sources of funding available to you in your community? What kind of practical and emotional appeal would you make to these sources of funding? How likely are they to yield results?
2. Discuss the reasons why coordinating your fundraising plan with your budget and production teams is important. How does the process of fundraising affect the development of your business? What kind of schedule would you develop to keep your fundraising and product or project development on identical paths?
3. Discuss why it is important to cultivate multiple leads or sources for possible fundraising. How would you craft your pitch about your product or project for each funder? Knowing what your funders are likely to respond positively to (what have they funded in the past; what are they funding now?), how can you make your project or product stand out from the crowd?
4. Discuss the marketing and communication tools available to you in seeking out potential funders. What are the limitations and how can you overcome challenges?

Development Actions

1. Research potential funders and create a specific fundraising plan for each. Use the information presented in the course as well as the additional resources and readings. Make sure to research funders and develop a list of those that match funding with your product or project. Consult with knowledgeable professionals. Develop all of the elements of the plan as noted in the course and create a schedule for follow up.

About the Presenter

Peter McFarren has more than 30 years of experience working in international development, fundraising, project development, and community outreach and engagement. He has advised governments and organizations on fundraising and project development. He designed a fundraising strategy and marketing and communications plan for the Grand Egyptian Museum, the largest museum project currently under development near the Pyramids of Giza. He has designed and consulted on developing projects in Latin America and Africa in the areas of tourism, power generation, petrochemicals, information and communication technologies, and international trade. An accomplished author, museum curator, and documentarian, Mr. McFarren is currently serving as Chief Development Officer for Habitat for Humanity of Charlottesville, Virginia. He is an instructor at the Presidential Precinct Institute of the Mandela Washington Fellowship, located in Charlottesville, Virginia.