

Raising Nonprofit Capital in Uncertain Times

Understanding Development as Distinct from Fundraising

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NaFFAA Federation Forum • May 27, 2020



Dennis Mondero is a Filipino-American born in Quezon City, and raised primarily in Chicago. A graduate of the University of Illinois at Urbana-Champaign, he also obtained his law degree from Indiana University, and his Master of Law from the John Marshall/University of Illinois-Chicago Law School. He is the Executive Director of Chinese Mutual Aid Association in Chicago, a leading Asian American non-profit organization that assists immigrants and the low-income community. In his time at the organization, he has positioned the agency to be one of the principal AAPI organizations in Chicago and the Midwest.

Dennis formerly practiced corporate and commercial real estate law, and also served in Chicago as Deputy Buildings Commissioner, Deputy Chief of Staff of the CTA transit system, and as Senior Vice President of the CTA, an agency with 13,000 employees and an annual budget of \$1.2 Billion.

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What is Development as
opposed to Fundraising?



Development is the process or series of activities to realize your philanthropic values.

- Leadership - Volunteers trained in the technique of cultivation and solicitation.
- Case for Support - communicate NaFFAA's compelling philanthropic investments and our competitive advantage (What is your Value Proposition? What are your Mission Moments that you can share with potential funders?)
- Plans - An articulated fundraising plan and rationale that incorporates strategic plans supported by goals, budgets and timetables.
- Infrastructure - Appropriate policies, systems and practices to handle the flow information and processes.
- Prospects - A systemic approach to prospects that includes identification, research, evaluation, assignment, cultivation and stewardship.



What Infrastructure does your Organization use to track Prospects?

- Customer Relationship Management (CRM) system
 - Salesforce
 - Apricot (Social Solutions)
 - Raiser's Edge / Financial Edge
- Goals:
 - How many people are in your CRM?
 - How many more do you want to get in the next year?
 - How many more influencers/VIP contacts do you want to add to your CRM?
 - **With or without a CRM, how are you tracking your touches with significant contacts?**
 - ***The value of aiming for 7 TOUCHES!!***



States with significant numbers of Filipino Americans (2010):

California	1,474,707	Washington	137,083
Hawaii	342,095	New Jersey	126,793
Illinois	139,090	New York	126,129
Texas	137,713	United States	3,416,840



What is Fundraising?



Fundraising is one element of an overall development plan, and is the direct action to raise money for the organization.

Just as important as fundraising are other elements of your overall development plan, such as identifying your target audience(s), and identifying the methods you can reach your target audience(s), and persuade the audience to give.



How to Use the Power Analysis in Building Sustainable Relationships for Development & Fundraising

- a. Self-interest
- b. Relationships
- c. Power

“Relationships built on self interest.”





Common Strategies in Fundraising

- a. Apply for a Grant or Sponsorship
 - i. Government
 - ii. Foundations
- b. Events
 - i. Annual Galas
 - ii. 5K
 - iii. Small coffees at a board member's home
- c. Cause-related marketing (partnering up with corporate sponsors)
- d. E-philanthropy (ex. Giving Tuesday)
- e. Social enterprise
- f. Annual Campaigns, Capital Campaigns



Recent Successful Fundraising Campaigns





RECOMMENDED NEXT STEPS:

- 1. Refine your organization's Value Proposition in the era of Covid-19**
- 2. Create multiple Mission Moments to share (eg, FilipinX nurses & home care aides who are frontline workers helping people with Covid-19)**
- 3. Practice Board Members and Leaders "pitching" the Value Proposition and Mission Moments**
- 4. Create a List of New "High Impact" Contacts to build strategic relationships with... and Use the POWER ANALYSIS to build relationship (see Power Analysis Powerpoint)**



Salamat!

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