



# **Fund Raising Activities & Resources**

By  
Jane L. Anderson, CAE  
Executive Director

# U.S. Fulbright Association Fund Raising

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### ***Introduction***

According to fund raising literature and to experts in the field in the United States, the most commonly cited reason for not making charitable gifts is simply this: “No one asked me.” The U.S. Fulbright Association asks alumni and other individuals and organizations for gifts at a variety of times and in a variety of ways, employing common fund raising methodologies. In the table headings below, the generic fund raising methodology is cited first with the specific U.S. Association program name in parentheses (when it exists).

The U.S. Fulbright Association receives charitable gifts to support the global Fulbright Program through advocacy; to serve visiting Fulbright students, teachers, and scholars who annually come to the United States under Fulbright Program auspices; and to strengthen the global Fulbright alumni community.

We believe that the Fulbright experience changes lives and communities for the better and builds important ties among nations. The ideals of international understanding and cooperative relationships among peoples that fuel the Fulbright Program also fire the spirits of participants and help them see the importance of giving back so that future generations can continue to benefit from this great program. We hope that our experiences will help you in your work to further support for Fulbright exchanges!

### ***Annual Fund Drive (U.S Fulbright Association Annual Appeal)***

Whom Do We Ask?	Current and lapsed individual members of the U.S. Fulbright Association.
For What?	To make a charitable gift in addition to their membership dues.
How Do We Ask?	A two-page letter and a one-page response form sent via U.S. Mail and by e-mail, with e-mail follow-ups.
When Do We Ask?	In the U.S., the end of the year is a major giving season owing to the holidays and year-end tax planning. The Association sends its annual appeal on the Monday after U.S. Thanksgiving is observed (the third Thursday in November). We want to remind members at this time of year to include the Association in their charitable giving.
Why Do We Ask?	The Annual Appeal provides general funding for the Association’s operating budget, which supports advocacy on behalf of the global Fulbright Program and the events and activities of Association chapters serving visiting Fulbrighters in the United States. The letter also serves as a good vehicle to remind members of Association accomplishments during the year and to highlight special programs, such as international conferences or our online community.
Useful Links	<a href="http://supportingadvancement.com/default.htm">http://supportingadvancement.com/default.htm</a> Provides blogs, samples, lists of consultants, and a wealth of information for fund raising professionals and those interested in fund raising skills and materials; includes resources in/from Canada as well as the U.S. <a href="http://www.stepbystepfundraising.com">http://www.stepbystepfundraising.com</a> Provides a free, short e-book on fund raising basics and some sample letters and links and information on other resources. <a href="http://www.fundlist.info">http://www.fundlist.info</a> User-run listserv with discussions on annual giving programs.

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### *Special Events (U.S. Fulbright Association Lifetime Achievement Medal Dinners)*

Whom Do We Ask?	Business, professional, and social contacts of prominent Fulbright alumni whose stellar accomplishments are recognized at a formal dinner; other supporters of the Fulbright Association.
For What?	To purchase dinner tables (prices range from US\$7,500 to US\$25,000 for tables of ten) or to purchase tickets (prices range from US\$500 to US\$2,500); in lieu of table/ticket purchases, to make a donation in honor of the alumnus/a who is being recognized and to support the Association's work.
How Do We Ask?	We select outstanding Fulbright alumni honorees whose accomplishments are inspiring and then develop a strong team of prominent volunteer fund raisers from our own board and past board members and/or through connections with the honorees. Successful volunteer fund raisers need to provide significant support for the event themselves and to have access to corporate CEOs, highly placed professionals, etc., who can make affirmative decisions to purchase tables and tickets.
When Do We Hold Event?	Dinners are biennial events, now held in odd years and have been organized for both Spring and Fall dates; next event will be in Spring 2007 and will also celebrate the Association's 30 <sup>th</sup> anniversary.
Where Do We Hold Event?	Events can be held in major cities where the honorees have strong ties and that feature the resources and venues to support the event. Our dinners have been held in New York City and Washington, D.C, and could move elsewhere depending on the honorees' networks.
Why Do We Ask?	Each dinner recognizes three outstanding Fulbright alumni whose lifelong achievements inspire diverse audiences regarding the impact of the Fulbright experience on individual lives. The events also exemplify how the Fulbright experience touches many others throughout participants' lifetimes. The Fulbright Association has honored alumni in diverse fields (college presidents, artists, corporate CEOs, a medical doctor, and a diplomat). Proceeds from the U.S. Fulbright Association's Lifetime Achievement Medal Dinners enable the Fulbright Association to undertake or expand special projects such as the launch of the Association's online community; the creation of an Advocacy Plus Program for our chapters; the Fund for the 21 <sup>st</sup> Century, an endowment whose income is used to support general operations; and a Board-Designated Fund to provide working capital for new projects.
Useful Links	<p><a href="http://www.grassrootsfundraising.org/index.html">http://www.grassrootsfundraising.org/index.html</a> Provides a free e-mail newsletter and all sorts of information on event and other fund raising for organizations of all sizes, including those that are powered solely by volunteers.</p> <p><a href="http://www.onphilanthropy.com">http://www.onphilanthropy.com</a> Visit the "Articles" section for a "best practices" article on special event fund raising.</p>

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### *Sponsorships/Co-Sponsorships for Conferences, Events*

Whom Do We Ask?	Potential partner organizations such as colleges and universities, large nonprofit organizations or corporations whose own interests can be advanced in a mutually beneficial way by supporting the event; sponsors usually share an interest in the subject, location, or other characteristic of the event.
For What?	To serve as an event co-sponsor (US\$2,000) or sponsor (US\$5,000) in exchange for recognition in event publicity and programs (both printed and electronic) and special invitations and seating for the event; sponsors receive more prominent recognition than co-sponsors.
How Do We Ask?	Cultivate Fulbright alumni contacts at the potential co-sponsor or sponsor; provide sample publicity materials from previous events; make the request in a formal letter to the CEO of the potential partner organization; do lots of telephone follow up.
When Do We Ask?	As soon as event specifics are determined including time, date, venue, program, etc.
Why Do We Ask?	Sponsorships and co-sponsorships create useful partnerships and relationships that can lend more visibility to the event and to the sponsor and open the doors for future collaboration and support in other areas.
Useful Links	<a href="http://www.nonprofits.org">http://www.nonprofits.org</a> In Nonprofit FAQ, click on the "Sponsorships" link listed in the "Development" column for helpful information.

### *Corporate/Foundation Grants for Special Projects (J. William Fulbright Prize for International Understanding, for example)*

Whom Do We Ask?	Family or Independent Foundations and Corporate Foundations or Giving Programs.
For What?	Projects that have discrete budgets, timelines, and identifiable outcomes that further the U.S. Fulbright Association's mission. They must also meet the priorities and guidelines of the foundation or corporation being approached.
How Do We Ask?	Research to identify foundation and corporate giving programs which support projects like the one to be undertaken; cultivate Fulbright alumni contacts who have connections with the target funder; work with philanthropic representatives, if possible, to design a project that meets mutual objectives; write and present a compelling proposal with a justifiable, rational budget that fits the scope and nature of the project proposed.
When Do We Ask?	Most foundations and corporate giving programs have established deadlines which must be researched and met. Generally speaking, you can count on a year elapsing between the time a project idea is developed and an answer on a funding request is received.
Why Do We Ask?	Foundation grants are useful not only for the funding they provide, but also for the credibility they can lend to the organization being supported and for the relationships that can be developed for future funding.

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Useful Links	<p>The following links provide resources that may be helpful in identifying funding sources that make grants in your geographic area and in specific fields and disciplines.</p> <p><a href="http://fdncenter.org/">http://fdncenter.org/</a>  <a href="http://www.cafonline.org/">http://www.cafonline.org/</a>  <a href="http://www.internationaldonors.org/advicegs/index.htm">http://www.internationaldonors.org/advicegs/index.htm</a>  <a href="http://www.soros.org/">http://www.soros.org/</a>  <a href="http://www.tqci.com/intl/index.asp">http://www.tqci.com/intl/index.asp</a></p>
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### ***Capital Campaigns (U.S. Fulbright Association Fund for the 21<sup>st</sup> Century)***

Whom Do We Ask?	Current and former donors, both individual and institutional; all members; other supporters, such as staff, families of donors, those in the community who share our goals, etc.
For What?	A capital campaign is an intensive fund raising effort to meet a specific financial goal within a specific period of time for one or more projects that are out of the ordinary, such as building a facility or creating an endowment. In the mid-nineties, when the U.S. Congress severely cut appropriations for the Fulbright Program and the long-term importance of Fulbright Association advocacy to fight for appropriations for the global Fulbright Program was extremely clear, the U.S. Fulbright Association's Board of Directors decided that the Association needed to be on a sounder financial footing in order to insure its stability as an institution. The Board set a goal of raising US\$2 million to create, by the end of the year 2000, the Fund for the 21 <sup>st</sup> Century, an endowment 90 percent of whose income would be used to support general operations.
How Do We Ask?	Develop a case for support which lays out in attractive, direct fashion the reasons why the Association both needs and merits philanthropic support and outlines programs and plans; organize a campaign structure in which volunteer fund raisers are trained, provided with prospective donors whom they are assigned to contact, and provided with staff support in terms of follow up, thank yous, and cultivation of other donors.
When Do We Ask?	A capital campaign typically goes public when at least 50 percent of its goal has been raised in a "quiet" phase through major gifts from relatively few, high-net-worth prospects. The public phase of the campaign reaches out to many potential donors for gifts of all sizes.
Why Do We Ask?	To enable the U.S. Association to promote institutional and financial stability and to innovate through new programs and services.
Useful Links	<p><a href="http://www.afpnet.org/">http://www.afpnet.org/</a>          Web site of the Association of Fund Raising Professionals, which includes a resource center and dictionary of fund raising terms.</p> <p><a href="http://www.tqci.com/magazine/01fall/cap1.asp">http://www.tqci.com/magazine/01fall/cap1.asp</a>          Information for grassroots groups on planning a capital campaign.</p>