Kiwanis International
Kiwanis
Children's Fund
Think Like An Investor:
Sustainable, effective fundraising for your cause

Lora Hoover
Director of Development
#1: Leave no stone unturned
What sources of funding exist to support your cause?
#1: Leave no stone unturned

- Corporations: $21.09 billion (5%)
- Individuals: $309.66 billion (69%)
- Foundations: $75.69 billion (17%)
- Bequests: $43.21 billion (10%)
What are funders funding?
#1: Leave no stone unturned
#2: Identify target prospects
#2: Identify target prospects

Your cause
#2: Identify target prospects

![Graph showing financial capacity vs engagement with a star marker in the quadrant representing high financial capacity and high engagement.](image-url)
#4: Make a plan!

<table>
<thead>
<tr>
<th>Gift Amt</th>
<th># of Donors</th>
<th>Total Gifts</th>
<th>Type of Gift</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>2</td>
<td>$5,000</td>
<td>Grants, sponsorships</td>
<td>Corporations, local businesses, foundations</td>
</tr>
<tr>
<td>$1,040</td>
<td>10</td>
<td>$10,400</td>
<td>$20/ week; Skip-a-meal</td>
<td>Existing club members</td>
</tr>
<tr>
<td>$520</td>
<td>25</td>
<td>$13,000</td>
<td>$10/ week; Mass appeal</td>
<td>Existing club members</td>
</tr>
<tr>
<td>$250</td>
<td>25</td>
<td>$6,250</td>
<td>One-time contribution</td>
<td>Former club members</td>
</tr>
<tr>
<td>$100</td>
<td>52</td>
<td>$5,200</td>
<td>One-time contribution</td>
<td>Community</td>
</tr>
<tr>
<td>$25</td>
<td>500</td>
<td>$12,500</td>
<td>Special events</td>
<td>Community</td>
</tr>
<tr>
<td>614</td>
<td></td>
<td><strong>$52,350</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
#5: Think like an investor
Pro Tip #1: Do your research.
Who is your connector?
What does the funder care about?
Pro Tip #2: Make your case compelling...
What is the need you are trying to fill?
How will you solve it?
(Insert big idea!)
Why you?
Pro Tip #3: 
...But DO NOT stray from your mission
Pro Tip #4: Anticipate questions and be specific!
What is the name of your project?
Describe your project.
Who will your project impact?
Who else will help with this project?
How much does your project cost?
How much are you requesting?
How will you pay for the rest of the project?
How will you sustain your project next year?
How will we be recognized?
Pro Tip #5:  
Fake it ‘til you make it.  
NOT!
Stay in touch

@KiwanisChildrensFund

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kiwanis.org/subscribe
We’re here for you

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Questions?