



Using a Historic Place to Build Community

How-To Guide: Part 3 – Fundraising

1. Among the top priorities at the outset should be the securing of funding. You need to put money on the table to incentivize the work. Money has a way of changing priorities in favor of such a project.
2. Whether it's for an organization or an independent project, there may be grants available. Reach out to the media or influencers to help spread the word.
3. Prepare a clear, detailed summary of the project, including its purpose and scope.
4. Develop a list of donors, friends, and local businesses or other entities that would have a special interest in your project and its goals. [Produce a video of your pitch and promote it across social channels \(click to watch my video pitch.\)](#)
5. Add a “Donate” button to your project’s web page and [consider offering a range of incentives at different donation levels.](#)
6. Use your organization’s social media channels and/or your own to link to your program’s web page to spread the word and generate additional donations.
7. To maximize chances for sustainability, continually reevaluate your success and keep funders informed of your progress.

NEW TO FUNDRAISING? START HERE:

Philanthropy Circuit: Nonprofit Fundraising 101 – offers an excellent crowdfunding primer

<https://philanthropycircuit.org/insights/#0>

<https://philanthropycircuit.org/insights/nonprofit-fundraising-101-covering-the-basis/>

<https://www.missionbox.com/article/65/crowdfunding-primer-for-nonprofits>

The Association of Fundraising Professionals (requires membership):

<https://afpglobal.org/resource-guides>