

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Fundraising Tips

Making the connection

1. Use your Action Coalition and other networks to help identify people who serve on boards or foundations that you'd like to target for fundraising.
2. Be clear about the opportunities that exist locally for improving health through nursing, such as keeping your community more healthy, making it faster and easier for people to get medical care.
 - a. For example, West Virginia has the highest rate for many chronic diseases, prescription drug addiction and infant mortality. The Action Coalition may want to underscore that nurses provide a family and community approach to healthcare along with the skills that are proven to provide the additional support people need to change behaviors for improved health.
3. Always keep the higher goal of health and healthy communities in front of people.

Making the ask

4. Do your homework. Know your funders' interests and background. Study their website, Google them, look them up on Linked In before you meet with them.
5. Practice your pitch/talking points with someone unfamiliar with your work. If they can follow what you're saying, you're on the right track.
6. When making your pitch, start with key information that funders can align with, such as shared challenges and goals.
7. Connect the dots for funders. Explain what getting a nurse on the board could mean for their business, or how modernizing scope laws will lead to better access to care for their employers.
8. Use a short story to illustrate the importance of your ask. Be sure to use facts and evidence too. Keep it brief, crisp and clear.

9. Don't be afraid to mention the Robert Wood Johnson Foundation and AARP in your ask. They're both prestigious organizations that many people respect.
10. Ask for a specific amount of money for a discrete project or event, and always make clear the amount is negotiable. Let the funder know specifically what they can expect in return for their investment and offer them a clear action plan to accomplishment.
11. Always be appreciative, and express it.

Maintaining the relationship

12. Now that you have met a funder, it's important to stay in touch with that person.
13. Invite funders to attend your events to learn more about your work. Better yet, invite them to speak.
14. Ask them for advice. People affiliated with boards and/or foundations are often experts in the community on a variety of issues – even if they do not know your specific issue.
15. Regardless of whether a funder has given you money, send them updates about your successes and other progress. Email a newspaper article or something that you know they may find interesting. It's a great way to stay on their radar screen.
16. Be sure to offer your help – even for free. The funder will remember your expertise, helpfulness and flexibility when a funding opportunity comes around.