

Fundraising 101 session: LBRR 2019 conference

RESOURCE LIST

for you and for your Board members, volunteers, etc.

SOLS

<https://www.sols.org/index.php/professional-resources>

SOLS no longer has a fundraising consultant on staff, but do have a few resources on their website though somewhat buried. Look for “Funding Development” under the Library Management section of Professional Resources.

OLS North

Is the northern counterpart of SOLS

www.olsn.ca

Charity Village (excellent Canadian charity website)

charityvillage.com

Free webinars and also paid online learning

Archive of helpful articles, searchable by topics

Imagine Canada (and Grant Connect database)

<https://www.imaginecanada.ca/en>

A special database price is available for public libraries so other charities can use it in the library.

TechSoup Canada

<https://www.techsoupcanada.ca/en>

Low-cost software (and sometimes hardware) for charities and not-for-profits.

Examples: donor software, Photoshop, Asana (fantastic for project management).

You must register for the programme in order to participate.

Also offer webinars and a fundraising blog

Guy Mallabone: ASK information + Development Audit resources

<https://www.guymallabone.com/resources/files/>

Guy generously shares videos and resources to download, including a good Development Audit tool and survey. There is also an excellent article on the importance of Asking and the obstacles – called “Ask and Ye Shall Receive”.

CanadaHelps:

www.canadahelps.org/en

If your library or Friends group is a registered charity then go claim and activate your CanadaHelps profile. If you are not a registered charity then remember that municipalities can now be part of CanadaHelps.

There is a lot of helpful information in the different areas of the site.

- Under the For Charities tab learn how to claim your profile, and next steps
- Under the Fundraise tab you will find “Fundraising Ideas”
- Check out the Charity Life blog under the Blogs tab
- Under “For Charities” – “Education” you can find free training & educational resources - webinars, downloads (white papers), and How To Resources to improve fundraising and increase capacity. Here:

<https://www.canadahelps.org/en/for-charities/white-papers/>

Sign up for updates on webinars, etc.

CanadaHelps also makes GivingTuesday possible for all Canadian charities – see below.

GivingTuesday Canada:

<https://givingtuesday.ca/>

This website has webinars, videos, blogs, and more to help you create a GivingTuesday campaign, including social media tools, graphics, etc. that you can customise for your own use.

Find great tools for charities here in Toolkits: <https://givingtuesday.ca/p/1559>

Penny Burk: “Burk’s Blog”

<https://www.burksblog.com/>

Penny Burke believes that successful fundraising must be donor-centric and, with Cygnus Applied Research, as conducted numerous studies on this over the past 20 years. Her book on this subject is listed below. Check out her blog posts for stories and anecdotes from donors.

Blumberg Segal LLP Charity Law:

<https://www.globalphilanthropy.ca/>

Mark Blumberg is a specialist in charity law in Canada. Blumberg’s “Global Philanthropy” website offers many articles, plus webinars and charity law workshops.

Wild Apricot Inc.

<https://www.wildapricot.com>

Free webinars, courses, and articles under the “Academy” tab.

They also pull together a monthly list of free webinars from various sources, on their blog. Sign-up to receive that monthly listing. October list here:

<https://www.wildapricot.com/blogs/newsblog/2019/09/30/free-nonprofit-webinars>

Hillborn Charity News

<https://hillborn-charityenews.ca>

Articles & features for Canadian not-for-profits.

Also publishers of Canadian books to help charities & not-for-profits

CRA Charities Directorate:

<https://www.canada.ca/en/services/taxes/charities.html>

Revenue Canada official information on registering a charity, running a charity, receipting, and charitable tax credits.

Ontario Library Association

OLA Superconference, held annually in late January/early February, sometimes offers some sessions on fundraising, marketing etc. Note: you may have to search carefully to find them as they are often classed in a few different conference streams.

www.accessola.com

AFP

The Association of Fundraising Professionals has many articles and some information available to the public, with some areas of the site only accessible to AFP members

Toronto Chapter: www.afptoronto.org

AFP International: www.afpnet.org

The Greater Toronto Chapter of AFP also offers workshops/sessions at Fundraising Day in June, and several days of workshops/sessions during AFP Congress, their annual conference held in November. These two events are held in Toronto

U.S. sites but worth a look ...

Firespring

firespring.com Under the Resources tab:

Free webinars – this week did one on getting your Board to fundraise.

Plus a Library of podcasts, e-books, and videos.

Simone Joyeaux

<https://www.simonejoyeaux.com/learning-center/>

Simone is a no-nonsense resource development expert, especially where Boards are concerned. The “Learning Centre” section of her website has some great articles, resources, and free downloads.

Local workshops

Check if fundraising workshops are available through your area United Way.

Also check if your local Community Foundation offers any workshops or sessions on fundraising or resource development.

SPECIAL NOTE: CanadaHelps can send their staff to deliver an in-person session in your area to teach local charities about CanadaHelps tools and how to use them to fundraise.

If your library would like to host a CanadaHelps Helps in-person session for local charities please contact me and I can connect you with appropriate staff at CH.

Books:

Ken Wyman & Joyce Young: Fundraising for nonprofit groups
(Canadian – specialises in smaller charities)

Jerold Panas:

- Fundraising habits of supremely successful Board – a 59-minute Guide to assuring your organization's future
- Asking: A 59-minute Guide to everything Board members, volunteers, and staff must know to secure the gift

Penny Burk: Donor-centred fundraising
(Canadian)

Robinson, Andy: Big gifts for small groups: a board member's 1-hour guide to securing gifts of \$500 to \$5,000
(specialises in grassroots – check out his website too)

Gottlieb, Hildy: Friendraising: community engagement strategies for boards who hate fundraising but love making friends