

# COMMUNITY ECONOMIC DEVELOPMENT AS A FUNDRAISING STRATEGY

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Presented by Alan Jennings

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# BY THE NUMBERS 2019-2020

*CACLV's Total Budget	\$30 million
CSBG (incl CARES)	\$2.2 million
Percent public funding	32%
Over \$4 million/year in operating funds	

\*We don't run Head Start



# FUNDRAISING STAFF

Associate Executive Director for Planning  
Four Planners/Grant-Writers

Associate Executive Director for Development  
Three Development Coordinators

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AND

THE EXECUTIVE DIRECTOR SHOULD SPEND A BARE  
MINIMUM OF 25% OF HER/HIS TIME DOING  
FUNDRAISING

BECAUSE WEALTHY PHILANTHROPISTS WANT TO  
TALK TO THE CEO



# EVENTS SCHMEVENTS

Lemonade stands won't get you there

Neither will hoagie sales

Or even telethons



# NOT EVEN REUNIONS OF '60's- ERA POP GROUPS THAT HAD GOLD RECORDS

[Keep the Ball Rollin'](#)

[Apples Peaches Pumpkin Pie](#)

[Red Rubber Ball](#)



# HOW TO

- DIRECT MAIL
- REINFORCE WITH NEWSLETTERS
- LETTER APPEALS TO “FRIENDS”
- MAJOR DONORS
- CORPORATE DONORS
- FOUNDATIONS



ASK!





# RAISE SOME HELL!

- MOST PEOPLE CARE AND WANT TO HELP
- GET THEIR ATTENTION HOWEVER IT TAKES
  - LEARN HOW TO USE THE PRESS
  - CREATE NEWS
- RAISING HELL AND RAISING MONEY GO HAND IN HAND
- SHELTERFORCE ARTICLE



# HUMAN SERVICES VS COMMUNITY DEVELOPMENT

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Charity is what society does when there isn't justice

Pursue justice



# BIG DONORS VS SMALL

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# RESULTS, RESULTS, RESULTS

- Busting the realtors for steering
- Reduced mortgage lending disparities
- Improving 400+ facades
- Repairing and replacing more than 130 sidewalks
- Streetscaping whole city blocks
- Creating a vibrant minority-owned business district
- Organizing voter referenda that generated \$70 million for open space preservation
- Planted more than 600 trees
- Developed 7 pocket parks
- Convinced two banks to build new branches in an urban neighborhood
- Helped more than 3,000 lower-income and/or minority households buy their first home
- Saved 1,200 families from foreclosure

nt \$9 Million to over 250 businesses



# TAKE ADVANTAGE OF THE COMMUNITY REINVESTMENT ACT

WHAT IS CRA, YOU ASK?



- CRA is a federal law that requires banks to reinvest their deposits in places from which they take those deposits, with an affirmative commitment to low-income people and their neighborhoods
- Banks get rated on how well they meet their obligations



- Banks are hyper-sensitive to “reputational risk”
- At stake: banks that do not pass the test can be blocked from acquiring or being acquired
- So, establish partnerships, help them help you make our communities better
- Kick their, uh, butts if they don’t
- Don’t know for sure, but banks give us at least \$700,000 per year



# “LET’S GET YOU OUT OF THE GHETTO”

“Let’s get you out of the ghetto”

Vs.

“Let’s make the neighborhood look so appealing that those who can afford to get out stay, and there are no losers, with people owning their own homes, starting their own businesses, creating role models and real economic opportunities”





# THE LANGUAGE THAT WE USE

- DON'T TALK ABOUT DEMOCRATS AND REPUBLICANS
- TALK ABOUT THE MARKET (FOR EXAMPLE, SAY THINGS LIKE, “IF YOU BELIEVE IN THE FREE MARKET, YOU OUGHT TO WANT THAT MARKET TO BE FAIR” OR, “YOU CAN'T HAVE A FUNCTIONAL COMMUNITY WITHOUT A FUNCTIONAL MARKETPLACE AND YOU CAN'T HAVE A FUNCTIONAL MARKETPLACE IF EVERYONE IS POOR.” OR, “IF PEOPLE CAN'T AFFORD TOASTERS OR CARS, THE PEOPLE WHO MAKE TOASTERS AND CARS CAN'T MAKE ANY MONEY. SO, WE REALLY ARE ALL IN THIS TOGETHER”)



- DON'T SOUND RADICAL OR BUREAUCRATIC
- DON'T TALK IN ACRONYMS
- DO SOUND LIKE A REGULAR PERSON, EVEN FOLKSY
- LEARN THE LANGUAGE OF THE MARKETPLACE



# WORDS THAT WORK

- Fairness
- Job
- Opportunity
- Private
- Leaving people behind
- Us

# WORDS THAT DON'T

- Equality
- Welfare
- Guarantee
- Public
- Poverty
- Them



# HERE'S AN EXAMPLE OF RADICAL INTENT THAT SOUNDS SENSIBLE ENOUGH

CACLV has an impressive history of working for fairness for all in our community. Where there is injustice, where there is despair, where there is alienation and where there is lack of opportunity, CACLV will stand up, grab the hands of those who have been relegated to their knees, lift them up and raise our voice in harmony with those too many would leave behind. We will do it well, we will do it efficiently and we will do it without apology to those who stand in the way.



# QUESTIONS?



# CONTACT

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