Workshop 4
Fundraising

"We love fundraising, yes we do. We love fundraising, how about you?!" While fundraising can be challenging, it is the meat and potatoes of any nonprofit organization. It fuels the engine that keeps the programs running.

At Room to Read, we encourage our donors to give 'unrestricted' funds. In this way, Room to read can allocate funds towards the people, programs and countries with the greatest need. This enables the organization to scale programs rapidly, while continuing to provide the best services possible. Similarly, unrestricted funds raised by the chapter network have the greatest impact. You may be thinking, "I have an event coming up and my community would feel more inclined to give if the fundraising goal was for a specific project." It's a valid thought. However, it's important for Room to Read to give to the greatest need wherever that is. It's helpful to practice pitching the importance of fundraising for unrestricted funds.

For further reading on the challenges of restricted funding and the importance of getting as much unrestricted funding as possible, see the Baker's Dilemma and logic game here.

Activity

30 mins **Turn to the person next to you and give a one to three minute pitch for why unrestricted funds are important and how you might be able to create an event to support this. Exchanging pitches with three people total.**

- Why were you drawn to Room to Read? What got you involved with Room to Read and the chapter in the first place? What about the mission and work inspired you? What has education and access to education looked like in your own life? Your family's life? How has it shaped who you are today and the reason you are passionate about bringing education to others?

30 mins **Discuss as a group some best practices. Fundraising differs in every community, state and country, so think strategically about what fundraising tactics work and don't work for your community. Keep in mind, this can mean your online community in addition to the people in your hometown!**