Professional Certificate in Policy Advocacy and Campaigning

Fundraising and Resource Mobilization

Abandonment Rate refers to the percentage of donors who stop giving to an organization over a certain period, which is a crucial metric in fundraising and resource mobilization efforts. It is essential to track and analyze abandonment rates to identify trends and patterns, and to develop strategies to retain donors and reduce the rate of abandonment. Related terms include donor retention, churn rate, and recruitment rate.

Accountability is the process of ensuring that an organization is transparent and responsible in its use of resources, including funds, personnel, and equipment. In the context of fundraising and resource mobilization, accountability is critical to maintaining the trust and confidence of donors, stakeholders, and the general public. Related terms include transparency, governance, and compliance.

Acquisition Cost refers to the expenses incurred by an organization to acquire new donors, including the cost of marketing, advertising, and other promotional activities. It is essential to track and analyze acquisition costs to ensure that they are reasonable and justified by the potential return on investment. Related terms include return on investment, donor lifetime value, and retention rate.

Advocacy is the process of promoting and supporting a particular cause or policy initiative, often through public awareness campaigns, lobbying, and community engagement. In the context of fundraising and resource mobilization, advocacy is critical to building support and momentum for a particular cause or initiative. Related terms include lobbying, community engagement, and public awareness.

Annual Fund is a type of fundraising campaign that aims to raise a specific amount of money each year to support the ongoing operations and programs of an organization. Annual funds are often used to support education, healthcare, and arts organizations, among others. Related terms include capital campaign, endowment fund, and planned giving.

Appreciation is the process of recognizing and thanking donors for their contributions, which is essential to building strong relationships and retaining their support. Related terms include stewardship, donor recognition, and acknowledgement.

Asking is the process of requesting a donation or contribution from a potential donor, which can be done through various channels, including in-person solicitations, phone calls, emails, and online platforms. Related terms include solicitation, prospect research, and donor cultivation.

Asset-Based Giving refers to the practice of donating assets, such as securities, real estate, or business interests, to an organization, rather than cash. Related terms include planned giving, estate planning, and philanthropy.

Bequest is a type of planned gift that involves leaving a portion of one's estate to an organization, which can be done through a will or trust. Related terms include estate planning, will planning, and trust administration.

Budget refers to the financial plan that outlines an organization's projected income and expenses over a specific period, which is essential to fundraising and resource mobilization efforts. Related terms include financial management, budgeting, and forecasting.

Capital Campaign is a type of fundraising campaign that aims to raise a large amount of money over a specific period to support a particular project or initiative, such as a building construction or endowment fund. Related terms include annual fund, planned giving, and major gifts.

Case for Support refers to the document that outlines an organization's mission, goals, and objectives, as well as its needs and challenges, which is used to justify and support fundraising efforts. Related terms include prospectus, case statement, and grant proposal.

Charity refers to a type of organization that is established to benefit the public or a specific group of people, often through philanthropic activities, such as fundraising and grant making. Related terms include nonprofit, foundation, and philanthropy.

Community Engagement refers to the process of building and maintaining relationships with the community, which is essential to fundraising and resource mobilization efforts. Related terms include outreach, participation, and partnership.

Corporate Giving refers to the practice of companies donating funds or resources to an organization, which can be done through cash donations, in-kind donations, or sponsorship arrangements. Related terms include corporate social responsibility, philanthropy, and partnership.

Crowdfunding is a type of fundraising campaign that uses online platforms to raise money from a large number of people, often through small donations or pledges. Related terms include social media, online fundraising, and peer to peer fundraising.

Database Management refers to the process of collecting, storing, and analyzing data on donors, prospects, and other stakeholders, which is essential to fundraising and resource mobilization efforts. Related terms include data analysis, donor tracking, and reporting.

Donor Advisory Board refers to a group of donors who provide advice and guidance to an organization on its fundraising and resource mobilization efforts. Related terms include board of directors, advisory committee, and stakeholder engagement.

Donor Recognition refers to the process of recognizing and thanking donors for their contributions, which is essential to building strong relationships and retaining their support. Related terms include appreciation, stewardship, and acknowledgement.

Donor Retention refers to the process of retaining existing donors and encouraging them to continue their support, which is critical to fundraising and resource mobilization efforts. Related terms include donor acquisition, churn rate, and lifetime value.

Endowment Fund refers to a type of fund that is established to provide long-term financial support to an organization, often through investments and interest income. Related terms include planned giving, estate planning, and philanthropy.

Event Fundraising refers to the process of hosting events to raise money for an organization, such as galas, auctions, and walkathons. Related terms include special events, community engagement, and volunteer management.

Face-to-Face Solicitation refers to the process of asking for a donation in person, which is often the most effective way to solicit major gifts. Related terms include asking, prospect research, and donor cultivation.

Feasibility Study refers to the process of assessing the viability of a fundraising campaign or project, which involves analyzing the market, competition, and resources available. Related terms include market research, feasibility analysis, and business planning.

Foundation refers to a type of organization that is established to support charitable causes and initiatives, often through grant making and philanthropy. Related terms include charity, nonprofit, and philanthropy.

Fundraising Campaign refers to a series of activities and events designed to raise money for an organization, which can include annual funds, capital campaigns, and special events. Related terms include campaign planning, strategy development, and execution.

Grant Writing refers to the process of preparing and submitting proposals to foundations, corporations, and government agencies to secure funding for an organization. Related terms include grant research, proposal development, and reporting.

In-Kind Donation refers to the donation of goods or services to an organization, rather than cash. Related terms include cash, gift in kind, and non cash donation.

Lapsed Donor refers to a donor who has stopped giving to an organization over a certain period, which is often a result of poor stewardship or lack of engagement. Related terms include donor retention, churn rate, and re activation.

Legacy Giving refers to the practice of making a planned gift to an organization, such as a bequest or trust, which is often used to support long-term initiatives and programs. Related terms include planned giving, estate planning, and philanthropy.

Major Gift refers to a large donation made to an organization, often by an individual or foundation, which can be used to support specific projects or initiatives. Related terms include capital campaign, planned giving, and philanthropy.

Matching Gift refers to a type of donation where a donor makes a gift to an organization, and a third party, such as an employer or foundation, matches the gift with an equal or greater amount. Related terms include challenge grant, corporate matching, and foundation support.

Membership Program refers to a type of fundraising program that offers benefits and services to members in exchange for their support, which can include discounts, events, and publications. Related terms include subscription, membership drive, and renewal rate.

Nonprofit Organization refers to a type of organization that is established to serve the public or a specific group of people, rather than to generate profits for shareholders or owners. Related terms include charity, foundation, and philanthropy.

Online Fundraising refers to the process of using online platforms and tools to raise money for an organization, which can include social media, email marketing, and crowdfunding. Related terms include digital fundraising, online giving, and e philanthropy.

Partnership refers to a collaborative relationship between two or more organizations, which can be used to leverage resources, expertise, and networks to achieve common goals. Related terms include collaboration, cooperation, and alliance.

Philanthropy refers to the practice of giving time, money, or resources to support charitable causes and initiatives, which can be done through individual giving, foundation grants, or corporate philanthropy. Related terms include charity, nonprofit, and fundraising.

Planned Giving refers to the practice of making a gift to an organization through a will, trust, or other estate planning vehicle, which can be used to support long-term initiatives and programs. Related terms include legacy giving, bequest, and philanthropy.

Prospect Research refers to the process of identifying and researching potential donors, which involves analyzing their wealth, interests, and giving history. Related terms include donor profiling, prospect identification, and fundraising strategy.

Reactivation refers to the process of re-engaging lapsed donors and encouraging them to continue their support, which is critical to fundraising and resource mobilization efforts. Related terms include donor retention, churn rate, and re solicitation.

Return on Investment (ROI) refers to the ratio of return to investment, which is used to evaluate the effectiveness of fundraising efforts and resource allocation. Related terms include cost benefit analysis, efficacy, and efficiency.

Social Media refers to online platforms and tools used to facilitate communication, engagement, and community building, which can be used to support fundraising and resource mobilization efforts. Related terms include digital marketing, online fundraising, and e philanthropy.

Sponsorship refers to a type of partnership where a company or organization provides financial support to an event, project, or initiative in exchange for brand visibility and marketing opportunities. Related terms include corporate partnership, event sponsorship, and brand activation.

Stewardship refers to the process of managing and overseeing the use of donated funds and resources, which is essential to building trust and confidence with donors and stakeholders. Related terms include accountability, transparency, and governance.

Tribute Gift refers to a type of donation made in honor or memory of a person, which can be used to support specific projects or initiatives. Related terms include memorial gift, honorary gift, and legacy giving.

Volunteer Management refers to the process of recruiting, training, and managing volunteers, which is essential to supporting fundraising and resource mobilization efforts. Related terms include volunteer coordination, event management, and community engagement.

Wealth Screening refers to the process of analyzing data and information to identify potential donors and prospects, which involves evaluating their wealth, interests, and giving history. Related terms include prospect research, donor profiling, and fundraising strategy.

Year-End Appeal refers to a type of fundraising campaign that takes place at the end of the year, often to support annual fund goals and initiatives. Related terms include annual fund, year end giving, and holiday appeal.