

FINANCIAL SUSTAINABILITY: LESSONS LEARNED ON DEVELOPING AND PILOTING A FUNDRAISING STRATEGY FOR AN ENVIRONMENTAL EDUCATION NONPROFIT IN MIAMI, FLORIDA

By: Priya Pershadsingh
Master of Sustainable Development Practice, University of Florida
Supervisory committee: Dr. Kim Wiley and Dr. Dale Pracht



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Abstract

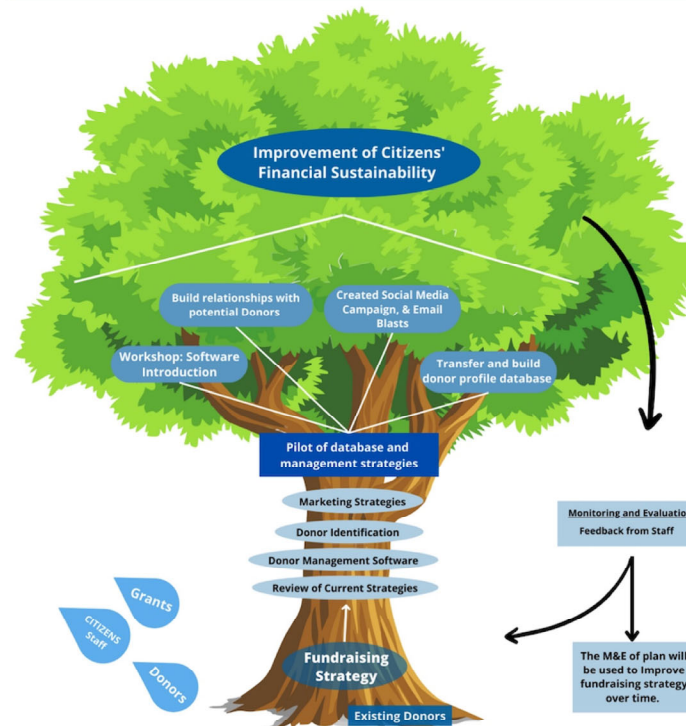
This poster breaks down the authors work with Citizens for a Better South Florida (CITIZENS), an environmental education nonprofit organization in Miami, Florida, where the overall goal was to improve the financial sustainability of the organization. The goals for this field practicum included (a) identifying current and potential donors (b) understanding CITIZENS current fundraising methods, (c) implementing a new fundraising strategy, and (d) introducing a donor management system. The results of this project are included in this field practicum poster. Financial sustainability for CITIZENS is expected to be achieved through the utilization of the deliverables from this field practicum.

Objectives

The following objectives were established for this field practicum:

- Goal: CITIZENS' financial sustainability is strengthened by addressing fundraising needs in order for the organization to continue to carry out their mission.
- Objective 1: Donor database created using donor management software and then adopted by CITIZENS.
- Objective 2: Marketing plan developed utilizing donor management software.
- Objective 3: Personnel of CITIZENS trained in the utilization of the marketing plan and donor database.
- Objective 4: Marketing plan and donor database adopted by CITIZENS.

Conceptual Framework



Methods

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|------------------------------|---|---|
| Review Current Strategies | Introduce a Donor Management Software | Transfer Donor Information Into Software |
| Enhance Marketing Strategies | Develop and Host a Training Workshop for the Software | Volunteering: Donate Time to Support CITIZENS |

Results/Deliverables

1. Raised \$3,181 of actual funds received from donors. Anticipated funds from grants are over \$30,000 by the end of the year.
2. Built an efficient donor management system by reviewing and choosing a donor management software that fits the needs of the organization and transferred over 120 donors and their data into the donor management software.
3. Developed a marketing plan using effective strategies to eventually increase engagement with virtual audiences on social media platforms while using development templates for a 3-week social media campaign and 6 email blasts.
4. CITIZENS team is familiar with using the donor management software to maintain contact with their donors. After the workshop, staff members are now able to add new donors and maintain communication through Bloomerang, maintain the list of current donors and their profiles, send email blasts, develop fundraising reports, and create donation pages for events.
5. CITIZENS have agreed to use the newly developed software in their efforts to strengthen their financial sustainability in the 2022-2023 fiscal year.

Conclusions

With a newly developed donor management system, resources for implementing marketing strategies, trained staff members at CITIZENS, and over \$3,000 raised, CITIZENS has agreed to use the deliverables in this field practicum for their efforts to strengthen their financial sustainability in the 2022-2023 fiscal year. However, even with the raised funds, the donor management system is expected to provide CITIZENS with a strong foundation with which they can grow from an understaffed and underfunded organization to a financially and structurally sustainable organization. By assisting an organization's growth towards financial sustainability, the organization is able to expand their efforts to support more communities. The five SDGs that CITIZENS is targeting—zero hunger, high-quality education, sustainable cities and communities, responsible consumption and production, and climate action—are all impacted as a result of the organization's expanded efforts.