

Low Cost and Free Fundraising Resources online

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Low cost online services.
Free mailing lists/email groups, services,
information portals, fundraising sites.
What's easy and what works.

A little about me . . .

- I've had ferrets since 1994. I've been doing fundraising for ferret shelters since 1995.
- I have personally run a ferret shelter in Eugene, OR since 2002.
- Participated in the FML since 1994 or 1995.
- I have an off-center sense of humor . . .

General Outline

- Low cost sources for tools to help you with fundraising
 - Software
 - Collateral materials (business cards, brochures, etc.)
 - Give-a-ways or carnival prizes
 - Personalized promotional materials



General Outline (cont.)

- Free tools and information
 - Email groups
 - Services
 - Information
 - Fundraising sites
 - Software
- General miscellaneous helpful sites.



Low cost resources

- Software
 - TechSoup: www.techsoup.org: for nonprofit 501(c)(3) entities only.
- Collateral materials (business cards, brochures, shirts, hats, personalized items.)
 - VistaPrint: www.vistaprint.com
- Give-a-ways or carnival prizes
 - Oriental Trading Company: www.orientaltrading.com

Low cost resources (cont.)

- Personalized promotional materials
 - Queensboro Shirt Company:
www.queensboro.com

Free Resources

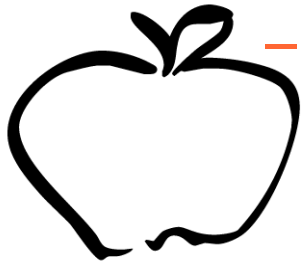


- Email Groups

- Humane Fundraising Yahoo group (http://pets.groups.yahoo.com/group/Human_eFundraising/): great advice and a huge files section so you don't have to recreate the wheel!
- HSUS Animal Sheltering financial assistance information (http://www.animalsheltering.org/programs_and_services/financial_assistance/): information on fundraising and grants.

Free Resources (cont)

- Email Groups (cont)



- Red Apple Benefit Auction Ideas ezine (www.redappleauctions.com): Free ideas about holding silent and oral auctions.
- The Fundraising Hotline (www.fundraising-ideas.org/newsletter/newsletter.htm): Huge amount of information about fundraising with their products—check out the DIY section.

Free Resources (cont).

- Services
 - Vertical Response email marketing for nonprofits (www.verticalresponse.com/nonprofits/): 10,000 FREE emails per month!
 - Free Printables (www.freeprintables.net): free forms, letter templates, flyer templates, etc.
 - Creative professionals for animal welfare (www.creativepaw.org): A network of creative professionals willing to work pro bono for animal welfare causes.

Free Resources (cont.)

- Information
 - Publicity Hound (www.publicityhound.com): Tips and tricks for free publicity.
 - Nonprofit 911 training (www.nonprofit911.org): free training series on nonprofit marketing and online fundraising.
 - Fundraiser Insight (www.fundraiserinsight.org): plethora of fundraising ideas plus pros and cons for doing each.

Free Resources (cont.)

- Information (cont.)
 - Everybody Hates Fundraising (www.everybodyhatesfundraising.com): school fundraising information, but has some great ideas!
 - Fundraising Authority Beginner's Guide to Fundraising (www.thefundraisingauthority.com/fundraising-basics/): the basic knowledge you need to get started with raising money for your nonprofit.

Free Resources (cont.)

- Information (cont.)
 - Petsmart Charities Resources (www.petsmartcharities.org/resources/): Resources, including prerecorded webinars, to help animal welfare workers.
 - Fundraising Tips (www.fundraisingtips.com): fundraising tips, strategies, sample letters, etc.

Free Resources (cont.)

- Free Software
 - Open Office: www.openoffice.org: Office suite similar to Microsoft Office that can save documents in Microsoft office formats.
 - GNU Image Manipulation Program (Gimp): www.gimp.org: free image editing software.
 - Giveaway of the day: www.giveawayoftheday.com: free software that's available for one day only. Some great stuff, some not-so-great.

- Free software (cont.)
 - Microsoft office templates
(<http://office.microsoft.com/en-us/templates/>)
 - Xerox Small Business templates
(<http://www.office.xerox.com/small-business-templates/enus.html>)

Free Resources (cont.)

- Online fundraising sites.
 - Flower Power Fundraising (www.flowerpowerfundraising.com): Easy, fun, fundraiser where you sell plants and flowers to your supporters.
 - Razoo (www.razoo.com): Raise money online; charges 2.9% of money raised for administrative costs.

General Free Resources

- Petfinder Admin page (www.petfinder.org/admin): good articles in their Library section.
- PetCo Foundation (www.petco.com bottom of page): apply for grants and other donations.
- PetSmart Charities (<http://www.petsmartcharities.org/>): grants and online webinars with grant application information.

General Free Resources

- Social Media: Facebook, Twitter, MySpace, youTube, etc.
- Your computer or printer manufacturer's site; may have free things like templates, etc.

Questions?

Feel free to ask anything you'd like, I may not know the answer however!

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