



MULTI-IMPACT FUNDRAISING

Definition:

Any activity or project that helps generate income while simultaneously achieving one or more other congregational objectives.



Three Examples from the Field

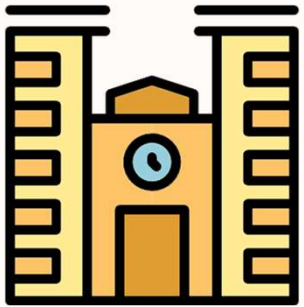
1. Teen-led fundraising project
2. Professional services donation program
3. Gourmet tasting + learning or entertainment



TEEN LED FUNDRAISING PROJECT



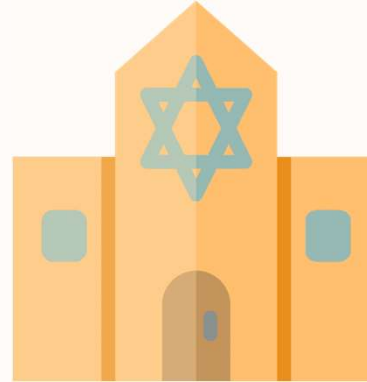
Our example from the field:



Parkway University
School of Nonprofit
Management



Four teenage members



You own your building. It
includes a usable stage and a
large social hall. You have
sound equipment for a concert.



You have a member
volunteer who advises
students on building their
profile for college
applications.



You have a member volunteer
who is a sound pro.



You have a videographer who
will cut their usual price.



**Fundraising Event: Multi-cultural
evening of poetry and music
featuring young artists.
Goal: net \$10,000.**



Questions that may be helpful:

How could you involve members who don't typically participate in fundraising efforts in this kind of multi-impact fundraising activity?

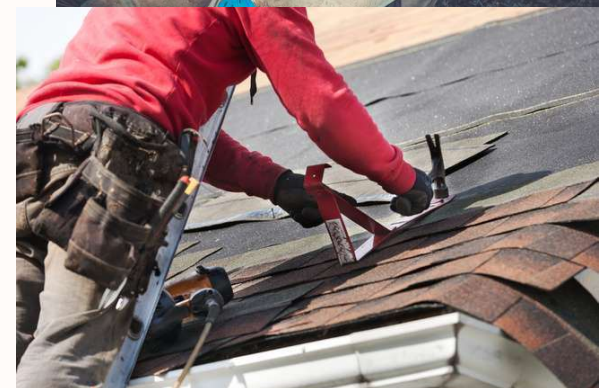
Which existing programs or activities in your synagogue could be supported, revitalized or reimaged by doing this multi-impact fundraising activity?

What untapped resources or skills within your congregation could be leveraged in a multi-impact fundraising initiative?





PROFESSIONAL SERVICES DONATION & DISCOUNT PROGRAM



Our example from the field:



OUR LOCAL MERCHANTS BUSINESS DIRECTORY

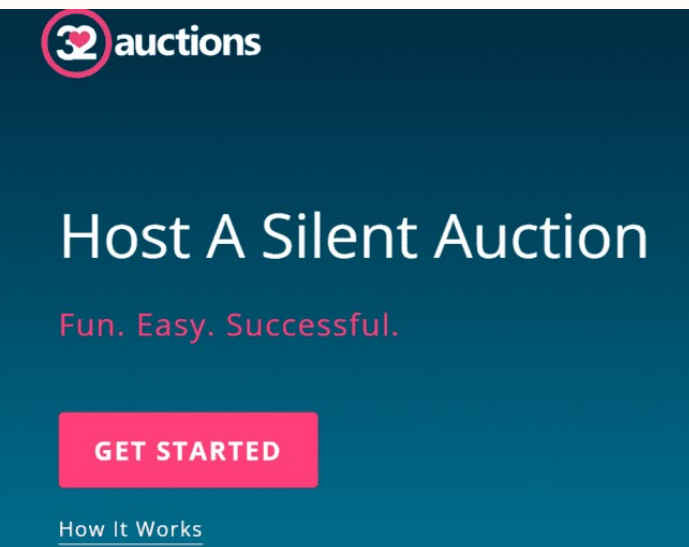
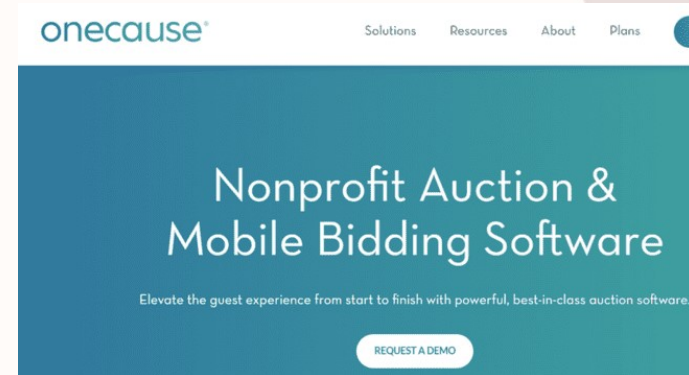
This local directory is a starting point for supporting our local businesses and helping our economy thrive. You can filter your searches at the top of every business category page.

Are you a business owner? If you are not already in our directory, [click here to add your business](#).

Use the categories below to find a local business or search here (at least 4 characters):

Search Business Name:

LOCAL BUSINESSES







GOURMET TASTING + LEARNING / ENTERTAIN- MENT





Questions that may be helpful:

How could you involve members who don't typically participate in fundraising efforts in this kind of multi-impact fundraising activity?

Which existing programs or activities in your synagogue could be supported, revitalized or reimaged by doing this multi-impact fundraising activity?

What untapped resources or skills within your congregation could be leveraged in a multi-impact fundraising initiative?



The Philosophy Behind These Ideas

Study your context & look for guidance from it.

“What might God be calling us to do in the near future?”

“Calling” arises from: your context + your mission.
(In Recon-speak, we might say, “What Jewish moral or spiritual calling are we well positioned to bring into being?”)

The low-hanging fruit that becomes visible after you do an inventory of your context. A.k.a. “emergent low-hanging fruit.”



The Philosophy Behind These Ideas

ABL¹: Always Be Linking

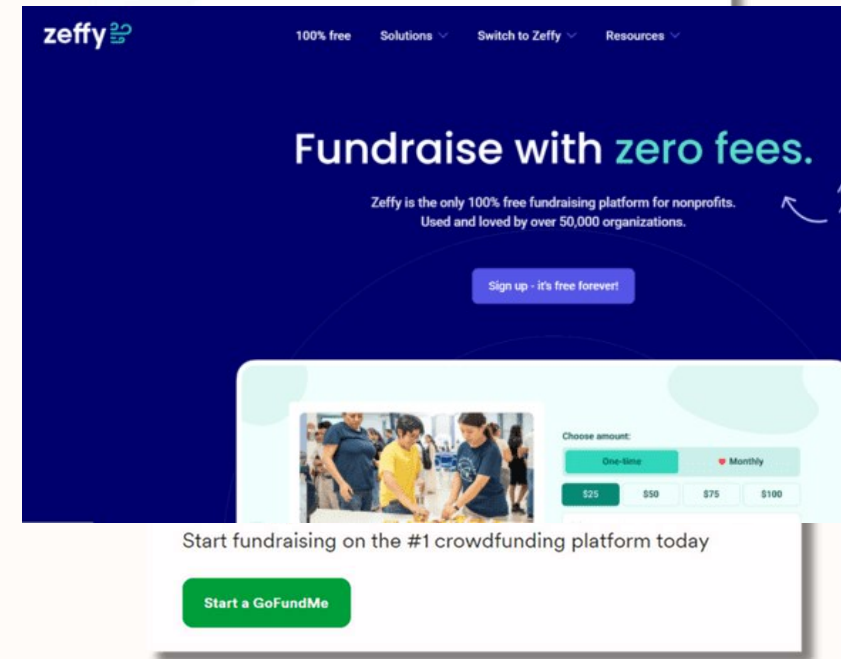
ABL²: Always Be Leveraging

ABL³: Always Be Learning





1. Create a simple instruction document.
2. A month in advance, the birthday person uses all their methods of communication to their social networks to announce that they're donating their birthday. Their friends do it too.
 - a. Fundraising goals
 - b. Matching pledge by birthday person
 - c. How to give
3. Profile of donor in newsletter or on bulletin board in your front hallway



“In essence, Judaism views **money** as it views nearly every aspect of daily living: as containing ‘**holiness potential.**’”

-- Lawrence Bush

