



WESTERN CUYAHOGA AUDUBON SOCIETY

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Why We Do Fundraising at Western Cuyahoga Audubon Society and How We Do It

By Tom Romito, Western Cuyahoga Audubon

Introduction

Tom Romito: I'm Tom Romito of Western Cuyahoga Audubon Society. In this short video, I'm going to discuss the fundraising efforts Western Cuyahoga Audubon Society is undertaking.

The reason that we raise funds at all, is to sustain our organization and support the National Audubon Society's strategic goal of protecting bird populations.

There are four ways that we raise funds in order to do this.

#1 Fundraising Method | Dues Collection

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The first way we raise funds is dues collection. This is very important because dues is the main source of funding for our account.

When people do not pay their dues we have to prod them to do so. We do that through a letter writing campaign.

This requires a sustained effort by the Board at the end of each year to remind people to pay their dues so that we can continue to replenish our coffers.

#2 Fundraising Method | Donations

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Another way we raise funds is through donations. Some of our donations are unsolicited. We also seek generous donations from members of our society who we believe are capable of doing so.

#3 Fundraising Method | Grant Writing

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Thirdly, we're raising funds by grant writing.

This is a very labor intensive task that takes all year long to reach foundations who have demonstrated through their funding priorities interest in what Western Cuyahoga Audubon is doing.

#4 Fundraising Method | Planned Giving

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Lastly, we're raising funds through a planned giving program.

Planned giving is a way of encouraging members to make a bequest in their estate plans for the betterment of Western Cuyahoga Audubon Society in perpetuity.

To allow Western Cuyahoga Audubon to continue to exist for generations and generations to come.

Again, fundraising supports the National Audubon Society's strategic goal of protecting bird populations. In addition, it stimulates public engagement.

But, overarching all of that, is our intention of defraying professional labor costs of a consultant we have hired to market our content.

That is why we have made such a concerted effort to provide a restricted account just to help this consultant so that we can continue to benefit from her work.

So there you go, folks! That's why we do fundraising at Western Cuyahoga Audubon and how we do it!

Thanks for listening.