



CLINTON GLOBAL INITIATIVE
UNIVERSITY

Commitment Webinar Series

Fundraising: Do You Even Need Money?

Presented by Vinny Johl, CGI U Commitment Mentor – Youth Empowerment

Who Is Your Presenter And Why Am I Qualified To Lead This Workshop

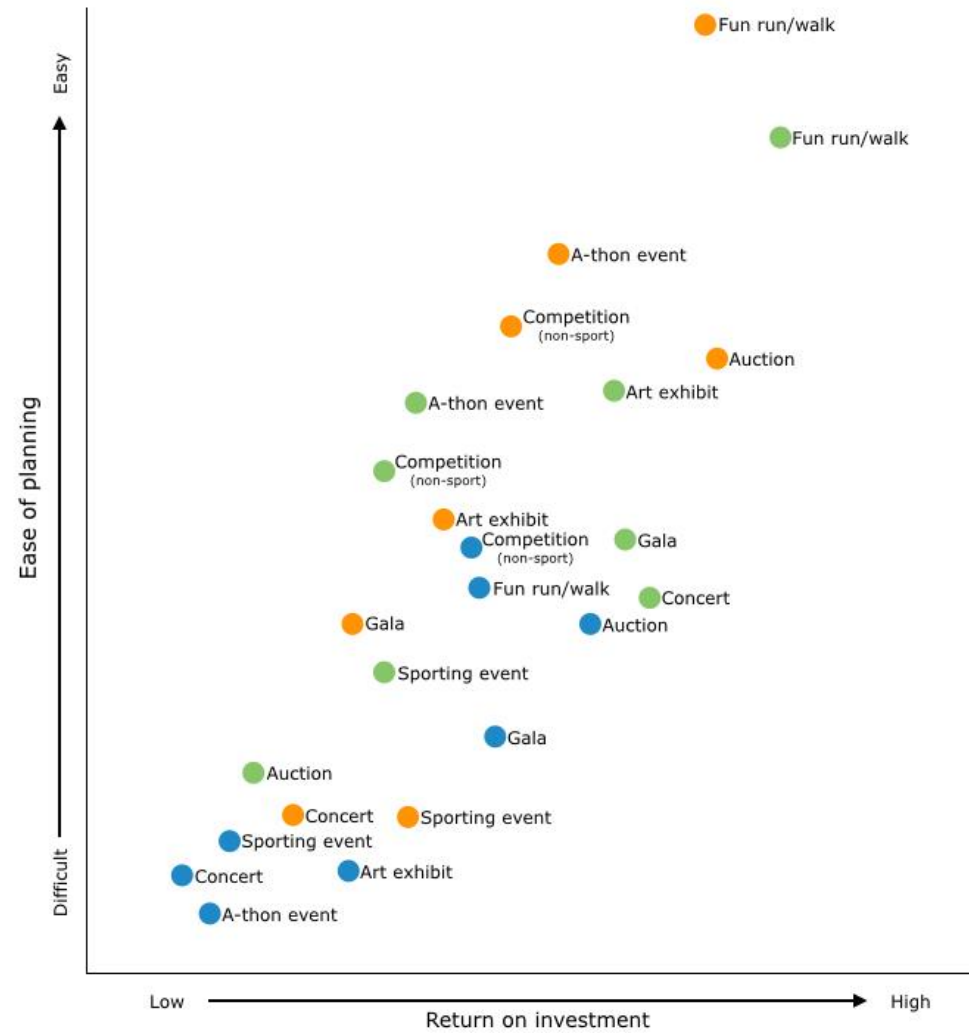
- ▶ Over 10 years in fundraising experience
- ▶ Successfully implemented 2 CGI U Commitments
- ▶ Raised 10s of millions of dollars

Do You Even Need Money

- ▶ Setting realistic expectations
- ▶ Creating a clear detailed budget
- ▶ Exploring the opportunity to partner with others
- ▶ What can you accomplish with zero dollars?

Raising Money-Multiple Stream Event Based

- ▶ A-thon Events. ...
- ▶ Competition (non-sport game nights/trivia) ...
- ▶ Auction
- ▶ Gala
- ▶ Concert
- ▶ Sporting Event
- ▶ Local



Non Event-based Fundraising

- ▶ \$1 and Penny Campaigns
- ▶ Grants
- ▶ Annual
- ▶ GoFundMe/Digital
- ▶ Letter Writing
- ▶ Sponsorships/Corporate Giving
- ▶ In-Kind

You Have Raised Money: Now What?

- ▶ Board engagement
- ▶ Donor Data Base
- ▶ Sustainability
- ▶ Who will watch the money?