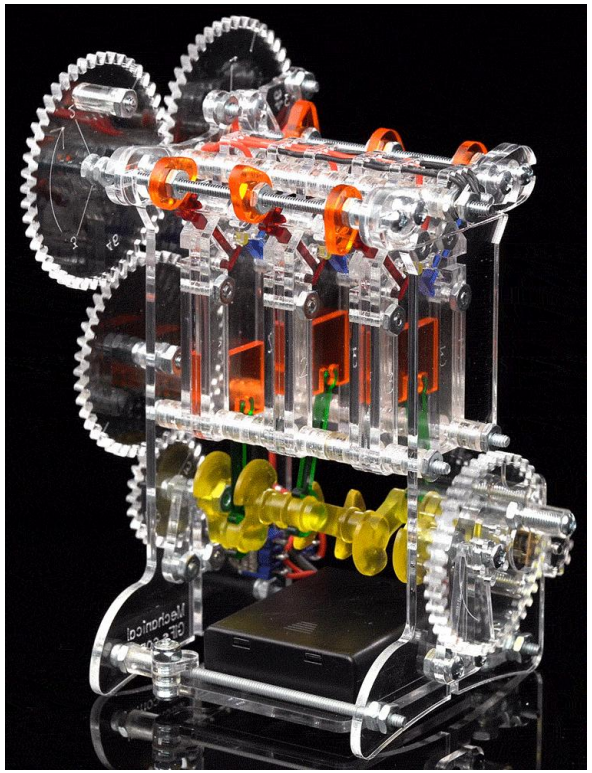
Collaborative Fundraising

growing resources & support TOGETHER

By: Kerri Gallagher

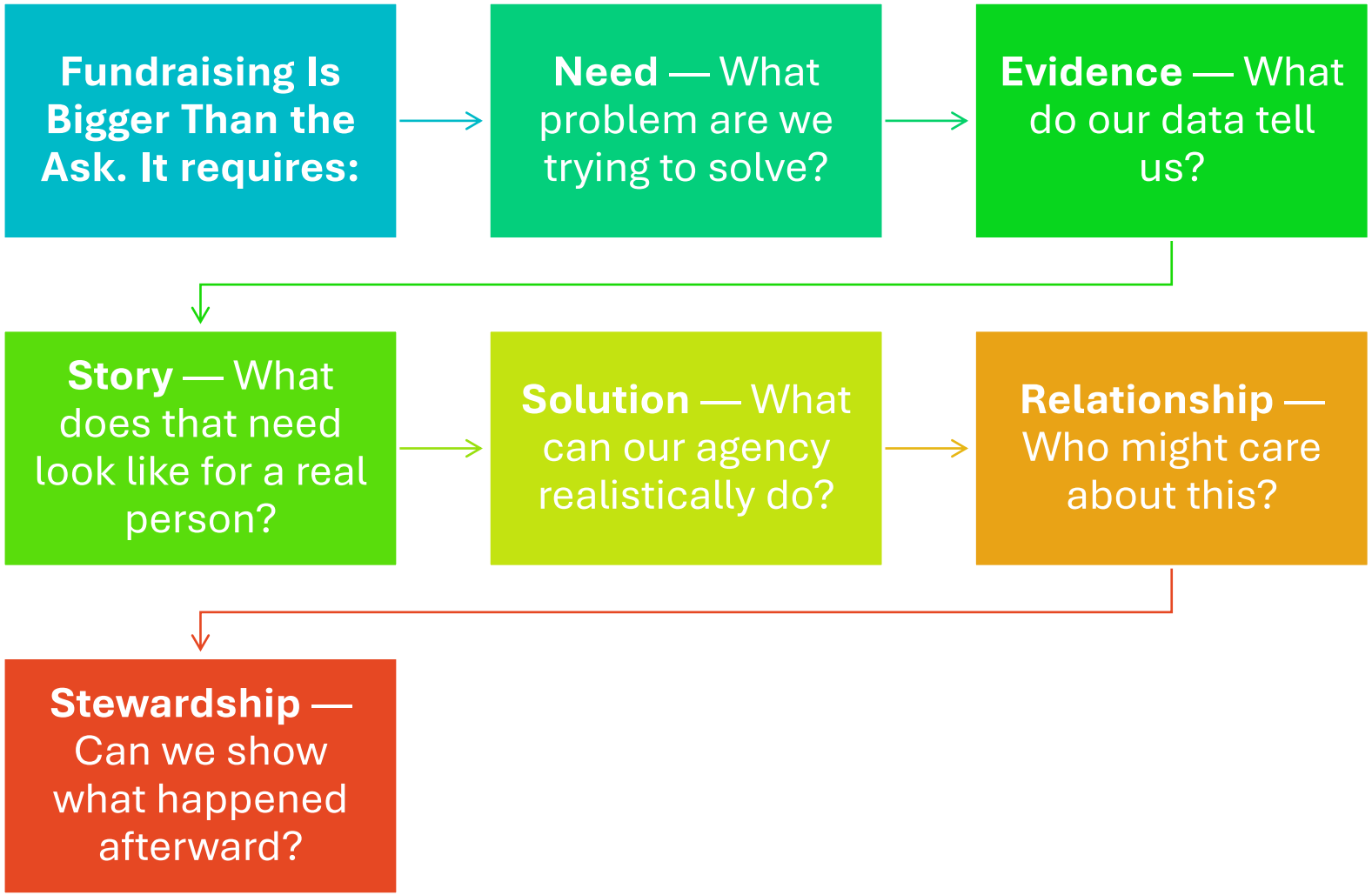
What's the Big Idea?



Fundraising doesn't just happen in Development. It happens wherever:

- Impact occurs
- Relationships are built
- Stories are created
- Trust is earned

Fundraising Is Not Just Asking for Money



What are you sitting on? Every AAA already has fundraising assets.



Build an Internal Fundraising Pipeline: Don't rely on Development staff to magically know what's happening.

WHAT STAFF NOTICE	WHAT CAN DEVELOPMENT DO WITH IT
Emerging client need	Grant prospect
Growing waitlist	Case for support
Great participant story	Donor communication
New community relationship	Corporate prospect
Successful program outcome	Stewardship/reporting
Business wanting to help	Sponsorship/volunteer opportunity
Program idea without funding	Funding prospect research



YOU Are Already Doing It!

Aging Ahead Case Study: A Recent Grant Project

A grant that required:

- Program design
- Eligibility criteria
- Operations planning
- Community referrals
- Documentation & tracking
- Outcomes & reporting

Grants are a Cycle, Not a Moment

Grant Cycle	1. Identify needs + strategy
	2. Write + submit
	3. Implement + deliver
	4. Report + sustain

Phase 1: Identifying Needs

Who contributed

- Operations: Identify real-time needs from clients
- Community Options: client risk factors and eligibility considerations
- Leadership: ensuring priorities are aligned
- Fiscal & Community Engagement: funding budget and program framing

Phase 2: Designing a Fundable Plan



We needed:

- A clear plan that was realistic
- Followed eligibility guidelines
- To create a process
- Adhere to an implementation timeline
- Collect data and a documentation plan
- Justify the budget

Phase 3: Implementation



This is where we proved our organizational strength

- Teams executed logistics
- Staff coordinated delivery and support
- Clients were identified
- Departments came together and communicated quickly to solve problems



Phase 4: Tracking & Reporting

Implementation only becomes a funding success if we can show:

- What happened
- Who benefited
- What changed
- How funds were used responsibly



The Case Study Lesson

Fundraising is a full-cycle team process

- We identify the need together
- We deliver it together
- We prove it together

Okay, it works with grants, but how can we work together to diversify funding?

- Identifying relationships
- Capturing impact stories
- Making fundable programs clear
- Strengthening credibility and outcomes
- Creating consistent donor experiences



Why Diversifying Funding Is Important

The risk of one-bucket funding



Grants end



Major donors shift priorities



Public funding delays occur



Community partners might reevaluate priorities and leadership

A strong funding mix looks like this:

- Grants (private & gov't)
- Individual donors (one-time & recurring)
- Major Gifts
- Corporate Sponsorships
- Community Campaigns/Grassroots
- Events (mission-aligned)
- Planned giving (long-term stability)

The Donor Funnel that Everyone Impacts

Awareness → Trust → Connection → Giving → Sustaining

Everyone plays a role in:

- Awareness (branding/outreach)
- Trust (quality services)
- Connection (human moments)
- Giving (asks/opportunities)
- Sustaining (gratitude & reporting)

What this looks like for Programs & Services



OUTCOME DATA—SHARING NUMBERS AND TRENDS



STORIES AND “MISSION MOMENTS”



CLEAR ARTICULATION OF NEEDS, AND SHARING UNMET NEEDS (RISING DEMANDS AND WAITLISTS)



PROGRAM IMPROVEMENTS THAT FUNDERS LOVE

Small asks that aren’t “asks”



INTRODUCE AND
BE A CONNECTOR



INVITE



SHARE IMPACT



THANK



ELEVATE STORIES

Low-Lift Ways to Start

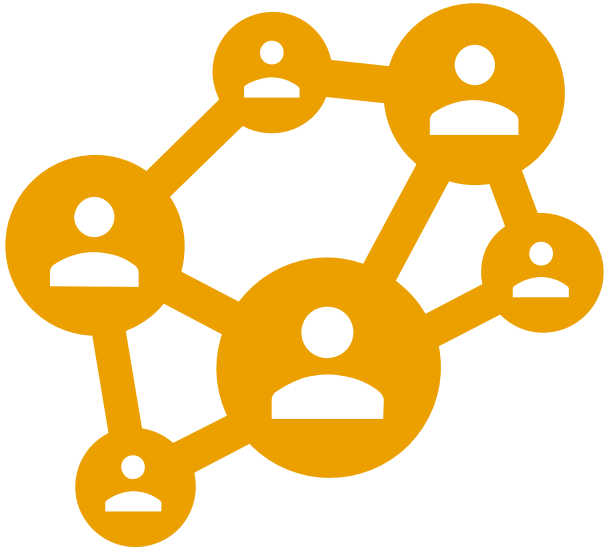
Start Small

You don't need a new committee, software platform, or 47-step process.

Try one:

- Add funding opportunities/needs to leadership meetings.
- Ask programs for one impact story per month.
- Create a simple "I met **someone** we should know" referral form.
- Share 3–5 organization-wide impact metrics quarterly.
- Invite program staff to help with one funder visit.
- Send development staff emerging needs before they're emergencies.
- Build a shared list of businesses and community partners already connected to staff or board members.

Take it Back to Your Agency

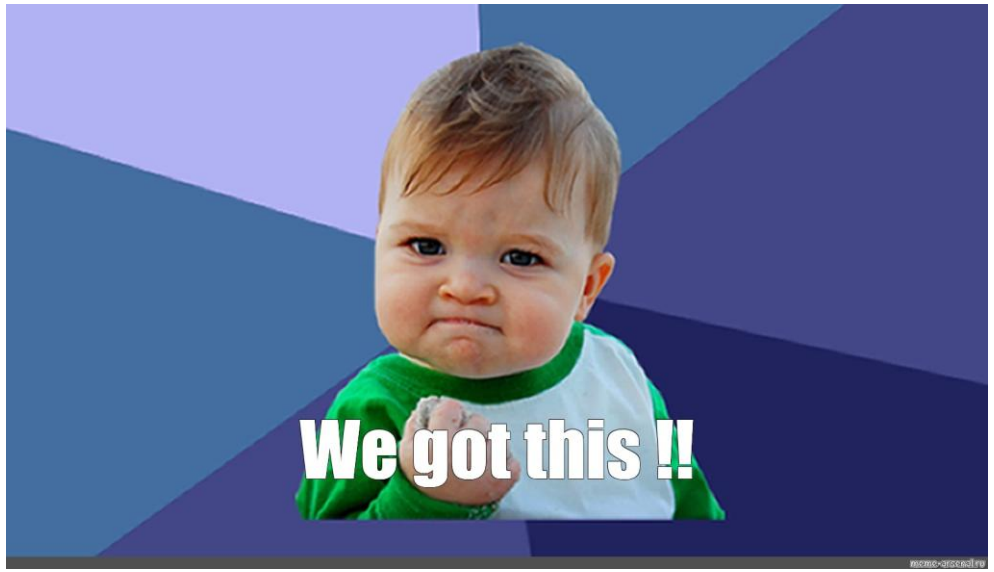


Think of ONE program or service.

- What need is growing?
- What data proves it?
- What story illustrates it?
- Who in your community might care?
- Who internally needs to be at the table?

Now write down one person you need to talk to when you get back.

In a Nutshell



If you intentionally collaborate across departments, you:

- Diversify funding
- Strengthen programs
- Reduce financial risk
- Expand impact for older adults
- Keep learning

Thank you!
Questions & Discussion

What is one way another department in your agency could strengthen fundraising?

