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From Funder to Organizational Ambassador: How to Motivate Funders and Investors to support you in raising more money for your enterprise

I design and implement successful strategies to bring more funders and impact investors to social enterprises, nonprofits and impact funds. I work with leaders for whom receiving flexible, patient and long term capital is gravely needed.

So, where to start your capital launch or growth phase? What do you do first to get the ball rolling?

At the beginning of our planning stages I tend to recommend one winning strategy over and over again: we start with my client's current portfolio of active funders and convert them into ambassadors for the campaign.

This strategy has a high success rate for 2 reasons:

1. The rise of trust based philanthropy and restorative investing practices are centering relationships more than ever before. Impact leaders should be tapping into their current funder and investor network to ask for help. And usually your portfolio is happy to help! (especially if you help them do so, more on that later) LinkedIn, zoom conferencing and the huge growth of impact funds has made

the sharing of network connections easier and more necessary. Recommendations from trusted investors and funders is key.

2. More impact leaders want to build financing strategies that bring long term financial partners to their organizations. They are looking for a higher level of trust, camaraderie and honesty to help them succeed. Having existing funders and investors make recommendations helps bring in new capital providers who are likely to be aligned with the vision and characteristics of your current portfolio. In this way you are reaching more like minded investors more effectively.

So how does this work? How do you activate your current investors to help you attract the “right” funders and impact investors for your organization?

Step 1: Reach out to a targeted group of your funders and investors

Host a Webinar

- The most time effective strategy is to convene a number of your current funders or investors on a zoom, update them on your new or existing goals and ask for their support. Provide a few ways that they can be supportive and then follow up with details and talking points.

Reach out individually

- Individual outreach works wonderfully as well and lets you tailor your request more specifically. You can even come to the meeting with the names of a few investors or foundations that you think your ambassador knows and that you would like to be introduced to. You can speak to your goals and brainstorm how they can best be supportive.

Step 2: Give your ambassadors clear and concrete ways to help.

It’s important to be as specific as possible. Asking for “help” generically is too open of a request and leaves your ambassadors unsure of what might work best for you. Be specific: can they call these two people? Would they host a webinar on our behalf?

Step 3: Give them the tools they need to do what you ask.

It’s important to give your ambassadors a “one pager” or “cheat sheet” of your org so they can have stats and talking points readily available to speak on your behalf. If they do a webinar for you, handle all the back end administrative work so they just have to share an invite list, show up and shine!

Step 4: Center respect, awareness and trust in your outreach.

Fundraising is above all a relationship business. And at the heart of it is trust. Make sure you are very mindful of the contacts your ambassadors share and move with a high level of discretion and integrity. The goal is to build community and a movement and to invite people to join your work and vision for the impact you want to make. While financial resources are part of that, trust and respect for your current investors is primary. And even if the prospect isn't able to support, they themselves could serve as ambassadors and spread the word about your work, which usually reaps benefits as well. A win win!

Alicia DeLia is CEO and Founder of Alicia DeLia Fundraising, LLC, an international fundraising firm that raises capital for social enterprises, nonprofits and impact funds. Her expertise as a fundraiser, economist and small business owner informs her work advocating and fundraising for social enterprise leaders in the US, Latin America and Africa to attract the capital they need to create, launch and scale their impact. To date, Alicia has raised over \$50 million dollars for the greater good. Alicia believes investments can be used as a tool to not just capitalize brilliant ideas, but to also heal and connect communities world-wide.