



Tip for Successful Tax Credit Fundraising

- Few businesses will donate to your project because they're looking for a tax break. They'll donate because they support your organization and believe in your project. Position the tax credits as a way to sweeten the pot and leverage up that financial support.
- Be prepared to talk to your prospective donor about what impact your project will have on the community, and how the state tax credit and federal charitable donation will benefit your donor's bottom-line. This includes both a monetary benefit discussion, as well as public relations opportunities to generate new business. Direct them to CDFA's online tax calculator (www.nhcdfa.org/tax-credits/tax-calculator) to experiment with what their out-of-pocket costs might be with different pledge amounts.
- Contact your local Chamber of Commerce for a list of businesses in your area to widen your fundraising campaign. You can also schedule presentations to highlight your project and the tax benefits available for your local community organizations such as Rotary, Kiwanis, Chamber, or others to generate community-wide interest in your project. Even if a potential donor may not be interested at this time, at least you have

made a contact for your organization for future reference. Your board of directors is another source to tap. They have many community contacts and can assist in “selling” your project’s tax credits to interested donors.

- Develop effective, professional-looking fundraising materials; these could include:
 - Presentation folder with a picture of your project on the front
 - Resources from this Resource Tool Kit
 - Project description, with renderings or pictures of what it will look like
 - Project budget

Keep it short and simple, but be ready with additional information, if requested by the donor.

- Public relations are an important component of your fundraising efforts. Utilize your local media let the community know what your project is about and to generate excitement before your fundraising campaign kickoff. Let your donors know you will include them in your promotion materials and press releases. Make sure you publicly thank your donors, as it will not only give them publicity, but will also give you another opportunity to promote your project.
- Follow up with the businesses you have solicited and have given your project information and marketing materials to in order to get firm pledge commitments. Be sure to keep a record of contacts made and results, as these will need to be submitted monthly to CDFA while you are in the fundraising stage. If you need assistance, please do not hesitate to call your CDFA Portfolio Manager.