GRASSROOTS FUNDRAISING STRATEGY REPORT
2014-2018
In 2014, the Resource Development Committee of ONE DC began focusing on our grassroots fundraising strategy. Our goal is to have a greater percentage of our funding come from our strong base of long-time supporters, and to be less dependent on foundational support.

The future of ONE DC’s financial sustainability is rooted in membership dues and individual and major donors.
A key strategy is for the percentage of major donors to be around 30-40% of ONE DC’s annual revenue. We received $525,000 from major donors in 2018 and we hope to have at least 25 major donors in 2019.

In the spirit of Denmark Vesey, we value collective sharing of power and resources.

Membership development is key to our grassroots fundraising plan. Members learn resource organizing skills and fundraise from their networks. Our goal for 2019 is 20 house party fundraisers, 30 online fundraisers, and $15,000 from walking tours and speaking events.
Thanks to the support of over 963 members and solidarity partners, ONE DC was able to raise $1.2 million to purchase the building that is the site of the new Black Workers & Wellness Center. As of March 2019, ONE DC is 68% of the way to our next goal of $1.5 million for repairs and renovations to transform the space.

ONE DC is also creating a sustainability fund to support long-term grassroots organizing in DC.

Thank you for supporting ONE DC!

For more information visit onedconline.org. To join the Resource Development Committee, contact us at 202-232-2915 or dmoulden@onedconline.org