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January 2016

Michael Jacoby Brown
training & coaching

*Helping organizations achieve their goals
through recruiting and motivating others*

Organizer's Edge

From Michael Jacoby Brown

Fund Raising from the Grass Roots

Building on previous articles in our E News about the need for a sustainable fund raising base for community organization, this month, we hear from Nikki Morse and [Jews for Racial & Economic Justice](#) in New York City. Their work can be a lesson for many of us working to sustain our organizations and get away



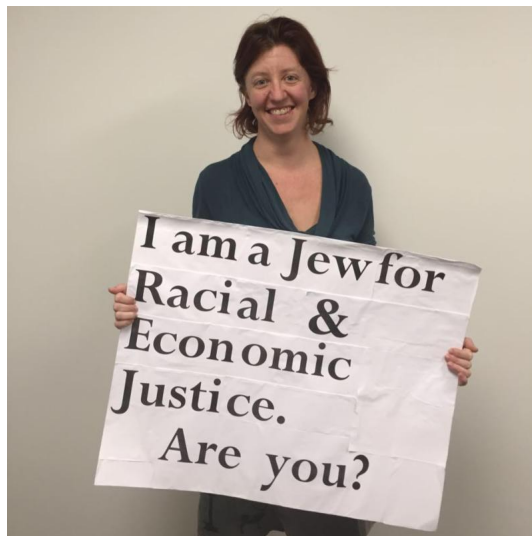
from reliance on what many social justice community organizations call "the funders."

(I suggest we ban this phrase from our vocabulary. Do I hear a second?)

Nikki Morse on Fund Raising

Nikki Morse has been the Development Director for Jews for Racial & Economic Justice (JFREJ), in New York City. JFREJ has had a remarkable increase in individual donor giving, and in two years grew their budget from \$275,000, with only 60% coming from individuals, to a budget in 2015 of \$530,000 and 80% of that coming from individuals.

Nikki Morse is Director of Development for Jews for Racial & Economic Justice. She has a Masters of Social Work from Hunter College, and has over 15 years of experience in non-profits, including fundraising for Jobs with Justice, the Massachusetts Senior Action Council, and the Center for Campus Organizing. Before joining JFREJ she was National Organizer for six years for Military Families Speak Out, an organization of families with loved ones in the military speaking out against the wars in Iraq and Afghanistan. When she is not pursuing funding for effective solidarity organizing, she explores her passions in baseball, reflection, playing pool,



parenting, and the creation of interesting costumes for JFREJ's annual Purimshpeil.

Nikki Morse says, "My approach has been rooted in the politics and practice of organizing. I want our fund raising to represent our values and how we think about resource distribution, and based on the practice of organizing. We know within organizing what it means to involve people in decision making and making the work happen. We know we want many voices in leadership.

"But often when it comes to fundraising we do it differently. Too many think that to raise money you have to know people with money and make it happen in elite backrooms, and this reinforces the existing the power dynamics in our society.

"Organizers can make the best fundraisers, but don't always apply what they know about organizing to fund raising. If you were calling someone to ask to play a role at a rally, what would you ask of them? You would not call someone up with a vague organizing ask, but then with fund raising, we ask "Can you give money?" The approach to fund raising can be similar... [READ ON...](#)

Feedback Welcome

We want to hear from you, your reactions, ideas, what is at the edge YOUR "envelope." Just go to...

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Michael Jacoby Brown Story

Who else you will hear from.....

We are just starting, but so far you can expect to hear what the following people are thinking:

Jessica Tang: Boston Teachers Union, AFT

George Luse of the Mass Teachers Assn,
 Scott Reed with the PICO Network, ,
 Cathy Howell, in Oregon and El Salvador, formerly with the AFL-CIO,
 Caesar McDowell of the Interaction Institute for Social Justice,
 Diana Bell of Community and Labor United,
 David Hernandez of the California Education Assn,
 Linda Honold, of Wisconsin Voices
 Attica Scott, now an elected official in Louisville, KY,formerly with Jobs with
 Justice,
 Quinn Rallings in Alabama with the PICO Network,
 Bob Van Meter with the Local Initiative Support Corporation in Boston,
 Walter Davis, in Tennessee, of the National Organizers Alliance,
 Deb Askenase, of Community Organizing 2.0,
 Deb Fastino, of the Coalition for Social Justice in New Bedford, MA,
 Rebecca Gutman, with SEIU-1199,
 Tim Dean, of SEIU-1199,
 Claudia Horwitz, of Stone Circles in North Carolina,
 Mary Ochs, long time organizer in Los Angeles
 and others, hopefully, including YOU

Other Useful Links

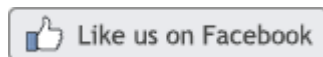
<http://michaeljacobybrown.com/>

[National Organizers Alliance](#)

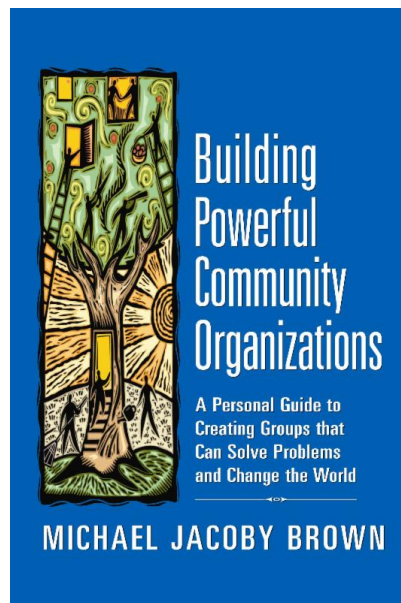
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