

Fundraising - Don't make it complicated!



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Welcome!



Some basics...

Options for raising funds –
what's your goal?

Fundraising **vs** Development



So, we should start a foundation, right?

The good...

The bad...

The reality (and the paperwork!).



If we don't start a foundation...
what's another option?



MORTON

COMMUNITY
FOUNDATION

Gather · Grow · Grant



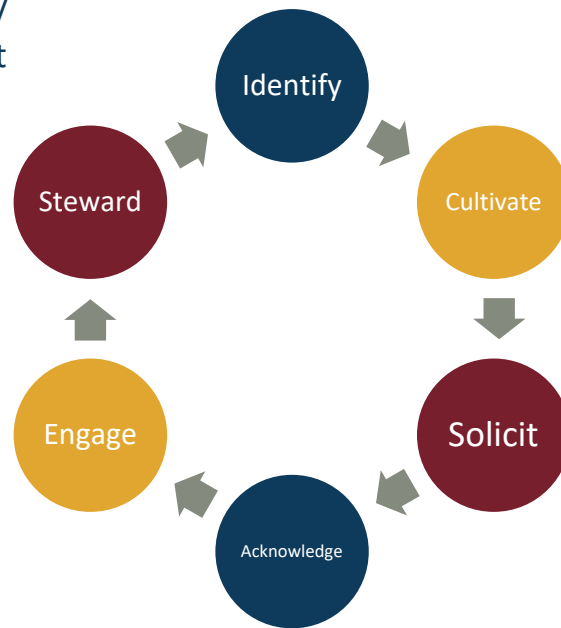
Types of Fundraising



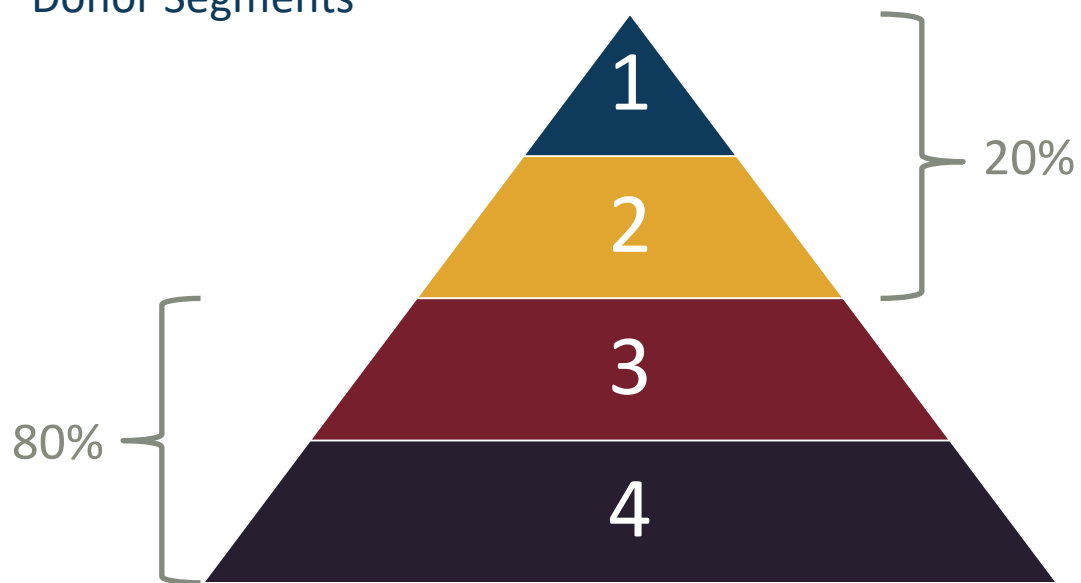
Donor Development



Development Cycle / Moves Management



Donor Segments



Q & A



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