Fundraising - Don’t make it complicated!

Welcome!
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?
Types of Fundraising

| Direct Marketing | Special Events | Annual Giving | Sponsorships | Grants | Major Gifts | Planned Giving |

Donor Development

Interest ➔ Inform ➔ Involve ➔ Invest
Development Cycle / Moves Management

- Identify
- Cultivate
- Solicit
- Acknowledge
- Steward
- Engage

Donor Segments

- 1: 20%
- 2: 20%
- 3: 80%
- 4:
Q & A

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