

SIX STEPS TO SUCCESSFUL FUNDRAISING

1. Set program goals

- Develop objectives to reach your goals.
- Plan the methods you will use to reach those objectives.
- Design specific activities to carry out the methods.

2. Inventory all resources

- Preview people and organizations in your community who might be able to help.
- Brainstorm a specific list of individuals, civic organizations, media, and businesses.

3. Assess the options and develop a fundraising campaign - A well-structured campaign uses many fundraising techniques to move toward the ultimate goal:

- Vision - Goals, purpose, potential prospects
- Cultivation - Informs prospects of goals and current activities before the request is made (brochures, media, and contacts).
- Solicitation - Actual request to potential donors and how they will be contacted.
- Recognition - How you thank donors and inform the public when appropriate.

4. Assess your financial and personnel needs

- Decide what you need in people, money, services or products to reach goals.

5. Implement fundraising activities

- New programs are best funded by 1-2 large gifts from foundations or corporations.
- Programs that do not have new components are more easily funded through various annual activities, such as a membership drive and special events.
- Development activities must be planned to support the programs.
- Consider recruiting civic groups to do benefits - Not only do they raise money, but they can be educated about issues you are working to solve with their support.

6. Evaluate results

- Assess what went well and what didn't as each project is completed.
- Did you reach the goals? How much money did you raise before expenses?

From Smith, P. & Siek, G.P. (2000). Notes on Fundraising and Grant-Writing. Columbus, OH: Ohio State University Fact Sheet CDFS-8: Extra Resources for a Coalition.

