

What Do We Need to Start a Successful Fundraising Program?

- A clear mission statement
- Record of clients and members
- Long range plans to meet operating and capital fundraising needs over a period of five years
- Fundraising expertise (staff and board)
- Diverse funding options (grants, annual fund drive, special events)
- Record of fundraising efforts to date
- 3 months' operating income
- Persuasive case statement
- Fundraising records system for donor data
- A system to acknowledge all gifts within 48 hours
- A process for continuously identifying and cultivating new prospects for grants as well as corporate and individual gifts
- A planned giving program which your own board members and key staff have already included in their wills
- A detailed marketing plan based on research of targeted markets
- A fundraising plan identifying the need, how much needs to be raised, from whom, in what way, and when
- A positive public image
- A realization that even the best make mistakes

Rights

Rights to this material are held by Grant MacEwan College. Permission is granted to any not-forprofit organization to use the material in whole, for any non-commercial purpose, provided that credit is given to the source.

The information in this material is written generally and may not exactly fit the needs of your organization. It is meant to be a starting point for you to deal with some of the issues which face many not-for-profit organizations.

The College is not liable if you use any of the contents of this material. Make sure you have the benefit of professional advice which relates directly to your organization