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## What are the steps involved in developing a fundraising plan?

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### Step one: build the case

- Create a core communications piece giving donors reasons to support your cause
- Select case support materials (e.g., real life stories that illustrate your mission)
- Create a basic funding proposal
- Share the good things people have to say about your organization
- Put your press kit together
- Gain community support

### Step two: identify funding sources

- Research funding sources such as members, community groups, businesses, foundations, corporations, institutions, general public, federal, provincial & municipal governments, special events, and in-kind donations
- Involve your board
- Identify key donors and develop prospect profiles

### Step three: select effective fundraising activities

- Plan your cultivation and solicitation activities
- Find corporate giving, foundation and institutional prospects
- Locate corporate sponsorship opportunities
- Create a fundraising activity schedule and calendar

### Step four: put the plan into action

- Approach donors (in person, proposals, presentations, canvassing)
- Keep community perceptions positive
- Recognize donors

### Step five: monitor the plan

- Design a monthly progress report
- Evaluate your progress and follow-up

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