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## What do we need to start a successful fundraising program?

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- 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

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