



JANUARY 19, 2023

# Developing a Fundraising Plan

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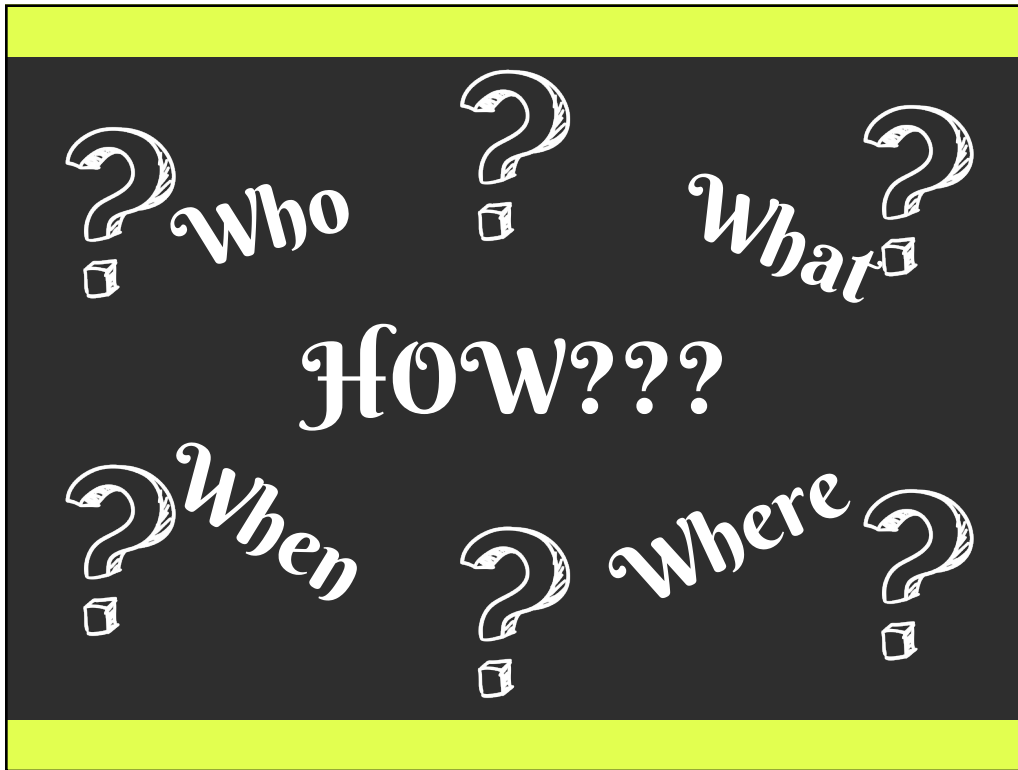
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## Fundraising Methods

- Annual Campaign
- Blended Approach
- Events

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## WHO will fundraise?

**BOARD OBLIGATION**

- **Expectation**
- **Board Member Agreement**
- **Personal Financial Gift**
- **Leverage Relationships**
- **Put Some FUN in FUNDraining**

**EXECUTIVE DIRECTOR'S ROLE**

- **Organizer**
- **Provides Training & Materials for Board**
- **Major Gifts/In Kind/Unusual or Major Donors**



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# WHAT ARE YOU FUNDRAISING FOR????

Essential steps



**Step 1: Define goals.**

**Step 2: Plot milestones.**

**Step 3: Allocate resources.**

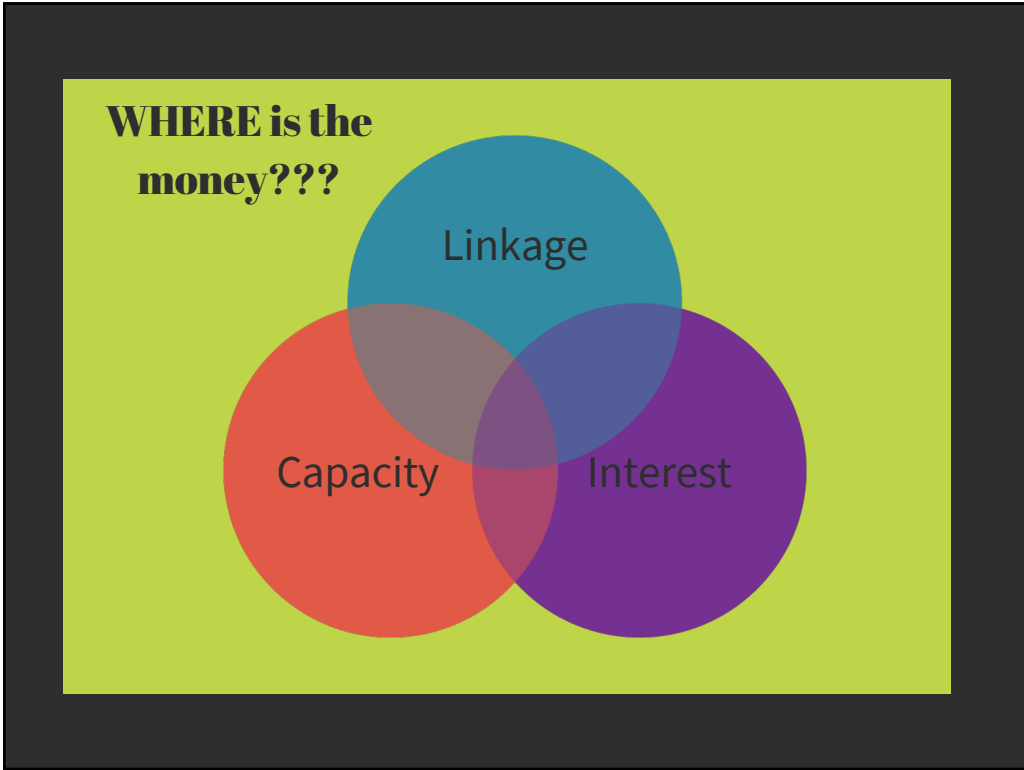
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## WHEN??

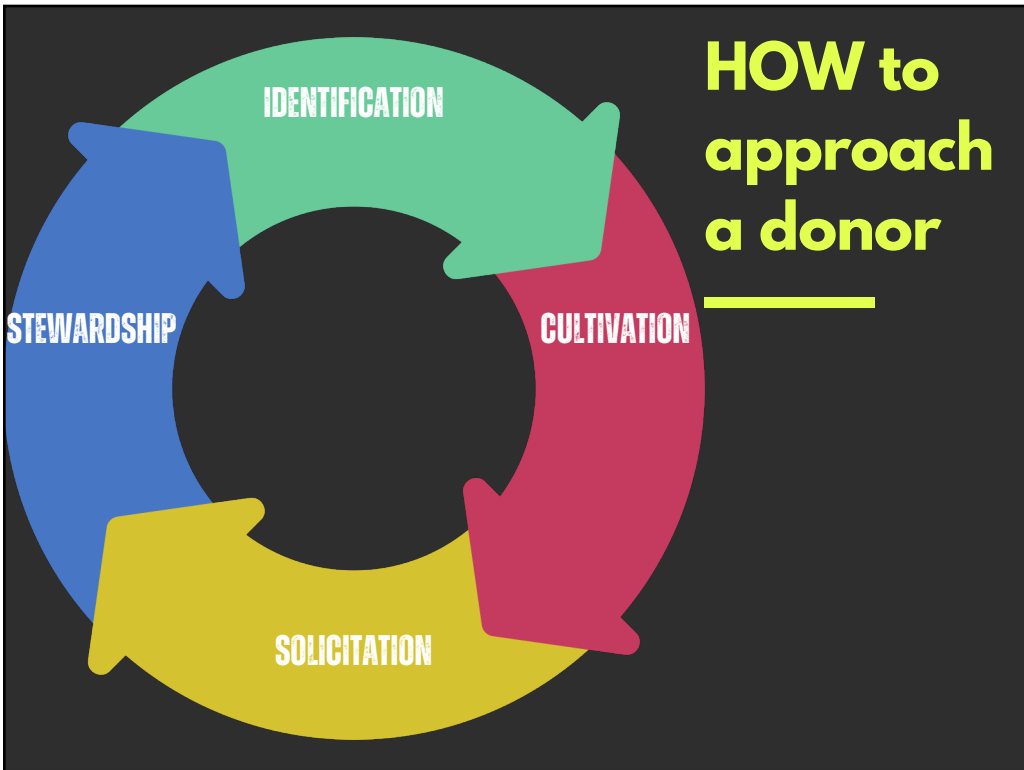
- Q4 Fundraising
- Event Fundraising
- Crisis Fundraising
- Donor - Centered Fundraising

*Philanthropy funds dreams, not needs.*

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# QUESTIONS?



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