

# The 10 Fundamentals of a Fundraiser

1. Define your Goals
  - a. **WHO** are you fundraising for?
  - b. **WHAT** amount of money do you need to raise?
  - c. **WHERE** will this event take place? (Online, venue, etc)
  - d. **WHEN** will be the ideal date for an optimal turnout?
  - e. **WHY** are you fundraising?
  - f. **HOW** do you plan to incentivize people to help donate to your cause?
2. Identify your target audience
  - a. Base your target audience on their interests, giving capacity, and connection to cause.
3. Develop a compelling message
  - a. Craft a story that resonates with your audience to draw their attention.
  - b. Highlight the impact they may have on your cause.
4. Donor Cultivation
  - a. Build relationships with potential donors
  - b. Provide information about your organization and its work
  - c. Tailor your fundraiser to appeal to different donor appeals based on giving capacity and interests
5. Multi-channel marketing
  - a. Utilize various communication channels
    - i. (ie. Email, social media, direct mail, honorary mention at other events, online ads, etc.)
6. Donor Stewardship
  - a. Continue to engage with donors via updates and reminders
  - b. Express gratitude
  - c. Offer opportunities to further involve them in other ways or fundraisers
7. Fundraising Calendar
  - a. Create a structured plan outlining key fundraising activities, timelines and responsible parties throughout the campaign
    - i. Who will advertise
    - ii. Who will oversee specific fundraising activities to ensure a successful outcome
    - iii. When will these activities take place?
8. Volunteer Engagement
  - a. Recruit and leverage volunteers to assist with fundraising activities, outreach, and execution of event plans
    - i. Find incentives for volunteers to **want** to participate
9. Data Tracking and Analysis
  - a. Monitor your fundraising progress
  - b. Analyze donor data to identify trends
  - c. Adjust strategy accordingly
10. Compliance with regulations
  - a. Adhere to all relevant fundraising laws and reporting requirements.
    - i. Ex. Gambling license, liquor license, legality, etc.