

# Sustainable Fundraising

1

## Identify Your Donors

- What is your budget?
- Create a profile based on demographics, personality, cares, likes. What do your current donors have in common?
- Target those who care about your mission.
- Campaigns for different giving levels.

2

## Relationship Building

- Donor-based Fundraising Model - donors are more important than their gifts.
- Give donors a great experience - Thanking them when they give and when they don't.
- Communication between asks via social media, email, etc. Keep them engaged!
- Board thank you call program.

3

## Fundraising

- Food drives are the gateway to funding
- Work smarter not harder - Beware of labor intensive small money fundraising
- Events
- Mobilize volunteers ex) canisters / Board participation
- Mailing Campaigns

4

## Events

- What partnerships work best for your mission
  - Galas, brunches, golf outings, etc.
- Sponsorships & high end tickets (Honorary Committee)
  - What is the going rate for sponsorships?
- Fundraising match partners

5

## Mailing Campaigns

- How often?
- Who are you targeting?
- QR Code
- 58% Private Donations vs 5% Events