SIX STEPS TO SUCCESSFUL FUNDRAISING

1. Set program goals
   - Develop objectives to reach your goals.
   - Plan the methods you will use to reach those objectives.
   - Design specific activities to carry out the methods.

2. Inventory all resources
   - Preview people and organizations in your community who might be able to help.
   - Brainstorm a specific list of individuals, civic organizations, media, and businesses.

3. Assess the options and develop a fundraising campaign - A well-structured campaign uses many fundraising techniques to move toward the ultimate goal:
   - **Vision** - Goals, purpose, potential prospects
   - **Cultivation** - Informs prospects of goals and current activities before the request is made (brochures, media, and contacts).
   - **Solicitation** - Actual request to potential donors and how they will be contacted.
   - **Recognition** - How you thank donors and inform the public when appropriate.

4. Assess your financial and personnel needs
   - Decide what you need in people, money, services or products to reach goals.

5. Implement fundraising activities
   - New programs are best funded by 1-2 large gifts from foundations or corporations.
   - Programs that do not have new components are more easily funded through various annual activities, such as a membership drive and special events.
   - Development activities must be planned to support the programs.
   - Consider recruiting civic groups to do benefits - Not only do they raise money, but they can be educated about issues you are working to solve with their support.

6. Evaluate results
   - Assess what went well and what didn’t as each project is completed.
   - Did you reach the goals? How much money did you raise before expenses?