

KEY ELEMENTS OF A SUCCESSFUL FUNDRAISING PROGRAM

Over the years I have developed a useful and systematic approach to both developing and examining a comprehensive fundraising program. The following key elements of a successful program fall within three basis areas: *The Appeal*, *The People* and *The Support*.

THE APPEAL

Financial Planning - Detailing the organization's current, near-term and long-term funding requirements focusing on:

- annual operating costs
- special projects and programs
- major physical plan expansion and renovation

Charitable Funding Opportunities – Identifying from results of financial planning the organization's priority funding needs which will most likely attract private contribution and grant support.

Case Statement - Describing the organization's distinctive merit for seeking gifts and grants, and articulating the most compelling reasons why someone should consider contributing to meet the represented funding needs.

Donor/Volunteer Recognition - Developing the most appropriate methods to acknowledge and recognize donors and volunteers whose gifts and involvement helped meet the represented funding needs.

THE PEOPLE

Volunteer Leadership – Defining and assigning specific roles and responsibilities for volunteer fundraising leadership, with particular emphasis on the role of the governing board.

Potential Donors - Identifying individuals, foundations, businesses, and charitable associations as potential donors; evaluating their contribution potential; and, assessing the best approach to cultivate and solicit their support.

Professional Staff – Employing a sufficient level of professional staff talent, time and expertise to plan and manage the fundraising program to successful conclusion.

THE SUPPORT

Fundraising Materials - Determining the number and nature of printed materials and presentations required to support the fundraising program, e.g. special audio/visual presentations, fundraising brochures, contribution pledge forms, volunteer guides.

Financial Budget and Resources - Providing the necessary allocation of financial budget, office space and equipment to effectively support a successful fundraising program.

Administrative Systems and Procedures - Establishing efficient procedures for the receipt, deposit, acknowledgement, recording and reporting of all contributions and pledges.

Does your organization have these key fundraising elements in place?