*Train the Trainer Notes – 1 Pagers*

**Family:** Financial Management and Fund Development

**Topic:** Fundraising and Resource Development

**Key Facts/Knowledge:**

* Fundraising is a part of an org’s budget (diversify)
  + Grants, individual gifts, in-king gifts, corporate sponsorships, special events, memberships, sale of goods and services
* The north star is long term sustainability in alignment to mission/vision statement
* The thinking behind your fundraising strategy is linked to your opportunities, relationships with donors, staff/planning committee capacity, and financial goals
* Donors are individuals, corporations, and foundations
  + They look at operational information, marketing activities, etc. – information that builds trust that you will do right by the donation
* You embark on fundraising with a concrete plan – goals, priorities, inputs (invested energy to run a campaign), how much should be raised
* Use a CRM on your donors to ID cultivation and stewardship practices

**Model/Framework:**

* Donor Cycle
  + Acquisition is what you do to attract (visibility in SM or in person events) – you inform them on what you are doing
  + KEY: Cultivation – relationship building
  + Solicitation – the ask
  + KEY: Stewardship – thankfulness and showing impact
* Content of Donor Proposals
  + Mission/Vision Statement
  + Problem/Issue Statement
  + Organizational Background & Impact
  + Goal & Financial Statement
  + Call to Action

**Strategy Notes:**

* An organization well relationed and in alignment to other community agents can garner support (they can donate)