



WorkBook Companion

Fueling your Mission:
Proven Fundraising Strategies, Sources and Tip

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1. My organization impacts people in our community by:

2. Our Vision is:

3. Our Mission is:

4. We are unique because:

5. If we do not get donations from the community, then:



6. We require financial support in the following areas:

Core Operating: \$ _____

Project: _____ \$ _____

Project: _____ \$ _____

Project: _____ \$ _____

Capital Project: _____ \$ _____

Endowment (Y/N): \$ _____

7. My fund development team members are or should be:

1. _____

2. _____

3. _____

4. _____

8. My top 5 current supporters (or groups of supporters) to our organization are:

1. _____

2. _____

3. _____

4. _____

5. _____

9. Potential new supporters (or groups of supporters) to our organization could be:

1. _____

2. _____



3. _____

4. _____

5. _____

10. How can people give to my organization in new ways?

1. _____

2. _____

3. _____

4. _____

5. _____

11. If I was to send a letter, I would send it to the following groups connected to my organization:

1. _____

2. _____

3. _____

4. _____

12. Cultivation Plan for large donors (current or potential):

Donor #1 _____

Next Actions:

1. _____

2. _____

3. _____



Donor #2 _____

Next Actions:

1. _____

2. _____

3. _____

Donor #3 _____

Next Actions:

1. _____

2. _____

3. _____

13. Saying “thank you” strategies

Top three ways that our organization can do a special thank you!

1. _____

2. _____

3. _____

14. Three special donors that I need to thank are:

1. _____

2. _____

3. _____

