Four Fundamental Keys To Success

1. Fundraising culture needs to permeate throughout your organization.

2. Most of the work in fundraising is not about soliciting or asking for money.

3. Fully equipped “Development Toolkit”.

4. Detailed action plan and budget for EACH fundraising activity.
Fundamental Keys To Success

1. Fundraising culture needs to permeate throughout your organization.
   - Everybody on board gives money.
   - Everybody identifies potential donors.
   - Everybody participates in fundraising.
   - Everybody is trained and has the necessary tools.
   - Everybody embraces fundraising as a high priority.
   - Everybody knows they are in this for the long run.
2. Most of the work in fundraising is not about soliciting or asking for money.
Five Fundamental Keys To Success

2. Most of the work in fundraising is not about soliciting or asking for money.
Five Fundamental Keys To Success

3. Fully Equipped “Development Tool Kit”

- **Strategic Tools**
  - Strategic Plan
  - Benchmarks
  - Guidelines
  - Performance Targets

- **Development Aids**
  - Case Statements
  - Talking Points
  - Donor Software
  - Collateral
  - “Leave Behinds”
  - Online Giving Tactics
Four Fundamental Keys To Success

4. Detailed action plan and budget.

- Identify the Goal/Activity.

- Decide which committee will be responsible.

- Breakdown the activity into smaller tasks.

- Determine timeline, responsibilities and costs.

- Draft some level of measurement or benchmarks
Fundraising for Projects

Planning
Streetscape Improvements
Cultural Facilities
Façade/Storefronts
Pedestrian Amenities
Public Space Enhancements
Maintenance and Needed Upgrades
Fundraising for Projects

Matching Funds
Seed Money
Gap Funding
Items Up and Beyond Project Budget
Reserve
Maintenance
Programming
Operations
Fundraising for Projects

- Fundraising Events
- Capital Campaigns
- “Buy a” Promotion
- Naming Rights
- Enhanced Donor Program
- End of the Year Campaigns
- Endowments

Fundraising made Fun, Easy, Simple and Profitable!

The Last-Minute Year-end Giving Campaign Plan

TASTE THIS!
fri. apr 11 7-10pm

at the Underground Embassy
321 east 1st clovis nm

$25 supports downtown revitalization

more information 575 309 8370
Next Steps

Identify the gap or need.

Draft your action plan.

Attend the Fundraising Institute - March 5 - 10 am
CNM Workforce Training Center.
Thank you.

Lani Lott, NMMS Consultant
602-738-8381
Lani@L-LConsulting.com