Getting to Yes

Starting and Growing Individual Fundraising at Your Chapter
Learning Objective

Leave this session empowered to start and grow individual fundraising at your chapter using the information and resources provided
Introductions

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Question

Does your chapter have a full time position dedicated mainly to fundraising?
Who is this?
My Chapter…

…does not track information about our donors or potential donors.

…uses solely paper to track….

…uses Word or Excel to track….

…uses database software to track….

…effectively uses the data we collect to expand our number of donors and target specific donors.
Who is this?
“The List”
At my chapter...

...we have an annual fundraising event.
...we distribute an annual report.
...we have a website...
...with the ability to donate online.
...we have an electronic newsletter.
...we have a paper newsletter.
At my chapter…

…staff or board members participate in local civic organizations (Rotary, Kiwanis, etc).

…staff and board members attend fundraisers for other organizations.

…we can add footers to our email.
Building and Maintaining “The List”
Use “The List”
“The List” in Action

Events
Capital Campaign
Planned Giving
Annual Report
Donor Development
Membership
Acknowledging “The List”
Takeaways

Somebody has to be in charge & have a plan

Keep track of donors -- “The List”

Grow “The List”

Acknowledge and communicate

Use “The List”
My advice...

...to a chapter starting an individual donor program is _________________.

...to a chapter hoping to expand their fledgling individual donor program is _________________.

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Resources
Questions