

FUND DEVELOPMENT

Fund Development refers to the sustainable growth of an organization through relationships and the resources gained through those relationships. While the first word is “fund,” the basis of fund development and fundraising has always been connecting with people. Instead of seeking money outright, fund development specialists ask, “How do we connect the community with our cause?” 20/Twenty will help you strategize those points of connection through implementing our Mission-based Sustainable Fundraising Model, enhancing your fundraising calendar, engaging in community advocacy, and helping you tell your organization’s story.

FUNDRAISING CALENDARS

We live our life in cycles and seasons. Fundraising calendars provide a natural ebb and flow for donors, volunteers, and community members to interact with your organization. Over time, they’ll commit your organization’s ebb and flow to memory. From monthly tours to appeal letters, from annual events to peer-to-peer campaigns, a stellar fundraising calendar leaves donors saying:

- “They give tours the last Wednesday of every month at noon. They’re eye-opening!”
- “Their annual event, the Boo Ball, is the highlight of my October!”
- “I’ve already got them flagged for Give for Good Louisville, our city’s annual giving day.”

Fundraising Calendars can include:

- Tours—Engage new prospects and old friends with an in-depth look at your organization in action!
- Seasonal Campaigns—Calibrate your Back-to-school Drive, Holiday Ask, or Walk Fundraiser for success!
- Annual Event—Transform your 3-hour gala into a 1-hour lean, mean fundraising machine!
- Annual Giving Days—Engage fundraising champions through your community’s annual peer-to-peer campaigns. (ex. Give for Good Louisville, KY Gives Day, etc.)

Tell Your Story

“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.” –Dr. Maya Angelou

Stories not only entertain your donors, but also:

- Build empathy between donors and those you serve
- Provide concrete examples of your mission in action
- Increase retention of data and organizational values

20/twenty will coach you through delivering vital information through the lens of storytelling, whether it be social media content, public speaking engagements, annual events, or end-of-year letters.