

An Approach to Successful Fundraising

Compiled by Peter Milsom, Kemptville Branch President and Ontario Division Director.

1. **Set the objectives:** What is the money being raised to accomplish (what's it for people ask) and define this clearly so all fundraisers sing from the same song sheet. It's all about the kids!
2. **Establish a Fundraising Team/Committee** by selecting motivated members and nominate or elect the Team Chairperson.
3. **Catalogue the Team skillsets** – solicitation, PR, graphics, writing/communication skills, etc. Share the tasks using individual comfort zones/talents.
4. **Develop the Fundraising Plan:**
 - a. What are the events – outline by calendar and time imperatives being sensitive to competing solicitations, major detracting events, holidays, seasons, etc.
 - b. What mechanism is to be used – door-to-door, situated canvassing, public media solicitation, collaborative partnerships, etc.
 - c. What lead times does each require? Fit the timing imperatives/key activities into a calendar format so they are visible and clear for all against a distinct and understandable schedule.
 - d. How are the up-front investment funding and revenue collection, tabulating, depositing, etc, going to be managed?
 - e. What record keeping will be required to demonstrate sound management?
 - f. What tasks does each individual event require to be completed?
 - i. Advertising/public media/noticeboards/handbills/articles, etc
 - ii. What materials are required and at what cost – tickets printed, posters prepared, noticeboards, cash boxes, receipts,
 - iii. What approach is to be used and how will the teams/solicitations be set up?
 - iv. Etc.
 - g. What personnel resources have to be found and from what sources?
 - h. And etc.
5. **Work the Plan:** No plan survives as conceived – it is a moving feast as people, circumstances, weather, and other factors change, often with little warning. This means backup planning/contingency planning are essential. If the plan is failing, brainstorm as a team, redesign/change it and move forward.
6. **Keep the Team Strong:** The team is only as strong and effective as the dedication and commitment of its members. Constant communication, keeping everybody on the same net and fully up to date and without horrible surprises and most importantly, backing each other up in every way possible.
7. **Reward the Team:** Fundraising is hard work and dedication and great results deserve to be acknowledged in a meaningful way. Celebrate and have fun with the event.