

Shoring Up Resources: How to give and get so your organization thrives

The Big Ideas:

- By far the majority of charitable dollars come from individuals. That's where the majority of your attention should be focused.
- You can't force anyone to give and we're sure you wouldn't want to anyway. Your job is to create the opportunity for someone to express their own values by supporting something important to them.
- Not every board member has to do the same things for fundraising, but every board member must do *something*.
- Fundraising is not just about dollars raised. It's about *impressions* made. And, the more people you have asking, the bigger the impression you'll make!
- You'll be most successful as a volunteer fundraiser if you create a personal plan.

My Personal Fundraising Plan



1. Make a gift that is significant and meaningful to me. Due Date: _____
2. _____

_____ Due Date: _____
3. _____

_____ Due Date: _____
4. _____

_____ Due Date: _____