



Wyoming Nonprofit Network

Fundamentals of Fundraising II

FEBRUARY 16th, 2023 | 10 AM | WEBINAR



4

Key Elements for Fundraising Success





RELATIONSHIPS



COMMUNICATIONS



INFORMATION



ACTION

RELATIONSHIPS

TO DO:

- ✓ IDENTIFY OUR AUDIENCE
- ✓ SEGMENT OUR AUDIENCE
- ✓ DETERMINE HOW TO TRACK OUR AUDIENCE



COMMUNICATIONS

TO DO:



- ✓ IDENTIFY OUR CHANNELS
- ✓ GET TO KNOW THE BEST USE OF EACH CHANNEL
- ✓ UNDERSTAND THE CHANNELS THAT OUR AUDIENCE USES

INFORMATION

TO DO:

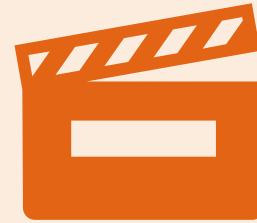


- ✓ **CREATE MESSAGING THAT INCORPORATES**
 - ✓ **FOUNDATIONAL INFO:** MISSION, VISION, THEORY OF CHANGE
 - ✓ **STRATEGIC & PROGRAMMATIC INFO:** WHERE ARE WE, WHAT ARE WE DOING
 - ✓ **IMPACT BASED “REPORTING” INFO:** WHAT ARE OUR OUTPUTS & OUTCOMES
- ✓ **TELL OUR STORY 😊**
- ✓ **BUILD A MESSAGING DATABASE (AKA FILE / DOC)**

CALL TO ACTION

TO DO:

- ✓ ASK OUR TO DO WHAT WE WANT THEM TO DO!!
- ✓ USE ACTION WORDS
- ✓ BE CONCISE
- ✓ GO STEP-BY-STEP
- ✓ THINK “I WANT TO...”



**Let's put these
elements to work for
us ...**

ANNUAL CAMPAIGN

WHAT?

A FUNDRAISING CAMPAIGN THAT OCCURS ANNUALLY FOR THE PURPOSE OF RAISING “UNRESTRICTED FUNDS” TO COVER OPERATIONAL COSTS OF YOUR ORGANIZATION AS WELL AS FUNDING USED TO SUPPLEMENT OTHER ONGOING CAMPAIGNS.

ANNUAL CAMPAIGN

WHY?

RAISE FUNDS NECESSARY TO FULFILL YOUR ORGANIZATIONS
MISSION

PROVIDES OPPORTUNITY TO STRENGTHEN RELATIONSHIPS WITH
SUPPORTERS



ANNUAL CAMPAIGN

6 Steps to Run a Successful Annual Campaign

1. SET A REALISTIC GOAL

2. STRATEGIZE & ANALYZE DONOR BASE

3. DEVELOP A COMM PLAN

4. CREATE A CALENDAR

5. ACKNOWLEDGE & FOLLOW UP

6. TRACK YOUR DATA

6

Essential Steps to Run a Successful Annual Campaign

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Also Essential

BOARD BUY-IN

VOLUNTEER PARTICIPATION

ANNUAL CAMPAIGN

DAY OF GIVING

DAY OF GIVING

WHAT?

A 24 HOUR DAY OF GIVING, TYPICALLY JUST ONE EVENT WITHIN OUR GREATER ANNUAL CAMPAIGN PLAN. DAYS SUCH AS GIVING TUESDAY OR WYOGIVES ARE GLOBAL OR REGIONALLY PROMOTED DAYS / OPPORTUNITIES TO PROMOTE YOUR ORGANIZATION AND ENGAGE DONORS NEW AND OLD.

DAY OF GIVING

WHY?

GIVING DAY INITIATIVES LEVERAGE NETWORKS THAT GO BEYOND JUST YOUR ORGANIZATION AND HAVE THE OPPORTUNITY TO DRAW PARTICIPATION FROM BEYOND YOUR REGULAR SUPPORT BASE.

STEPS TO SUCCESS

JOIN PLAN

PLAN

PLAN

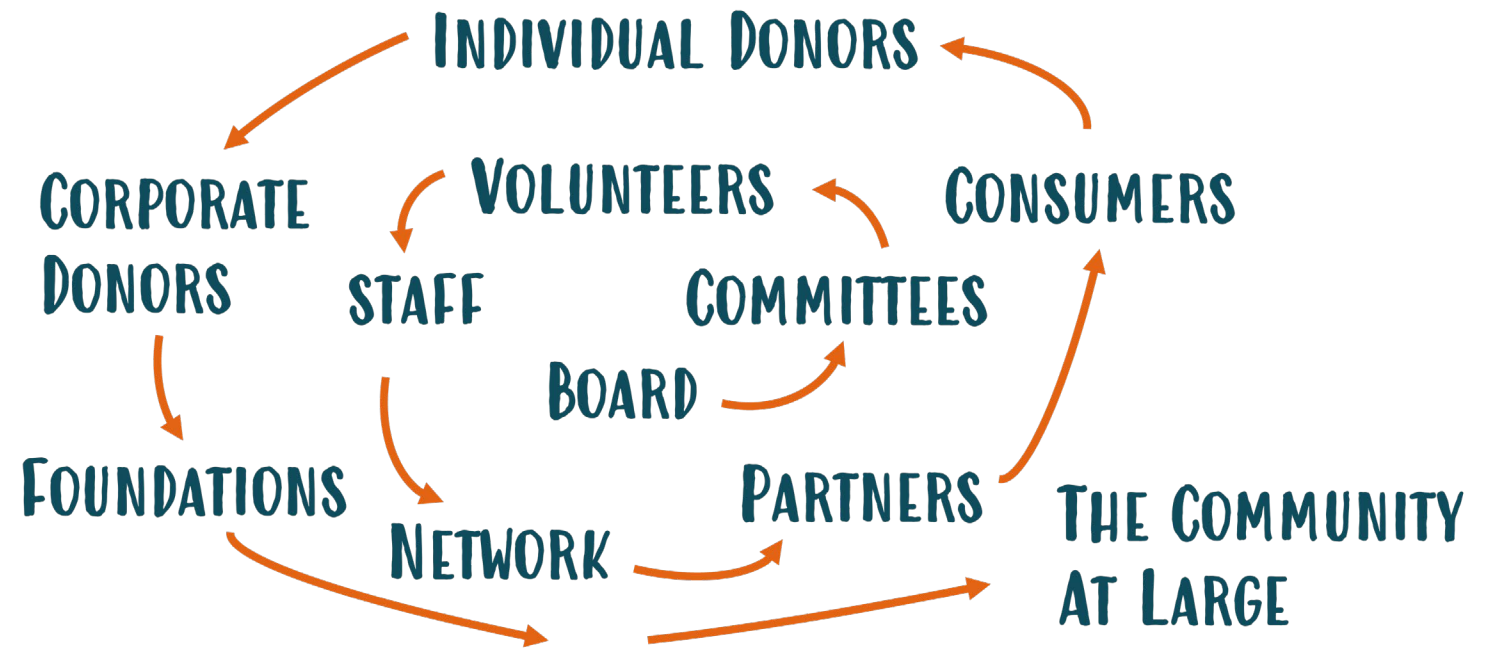
PLAN

STEPS TO SUCCESS- Pre-Work

SET GOALS – ANALYZE – COMMUNICATE

STEPS TO SUCCESS- Pre-Work

SET GOALS
ASSIGN ROLES



STEPS TO SUCCESS- Pre-Work

SET GOALS

ASSIGN ROLES

ENGAGE YOUR PARTNERS

STEPS TO SUCCESS- Pre-Work

SET GOALS

ASSIGN ROLES

ENGAGE YOUR PARTNERS

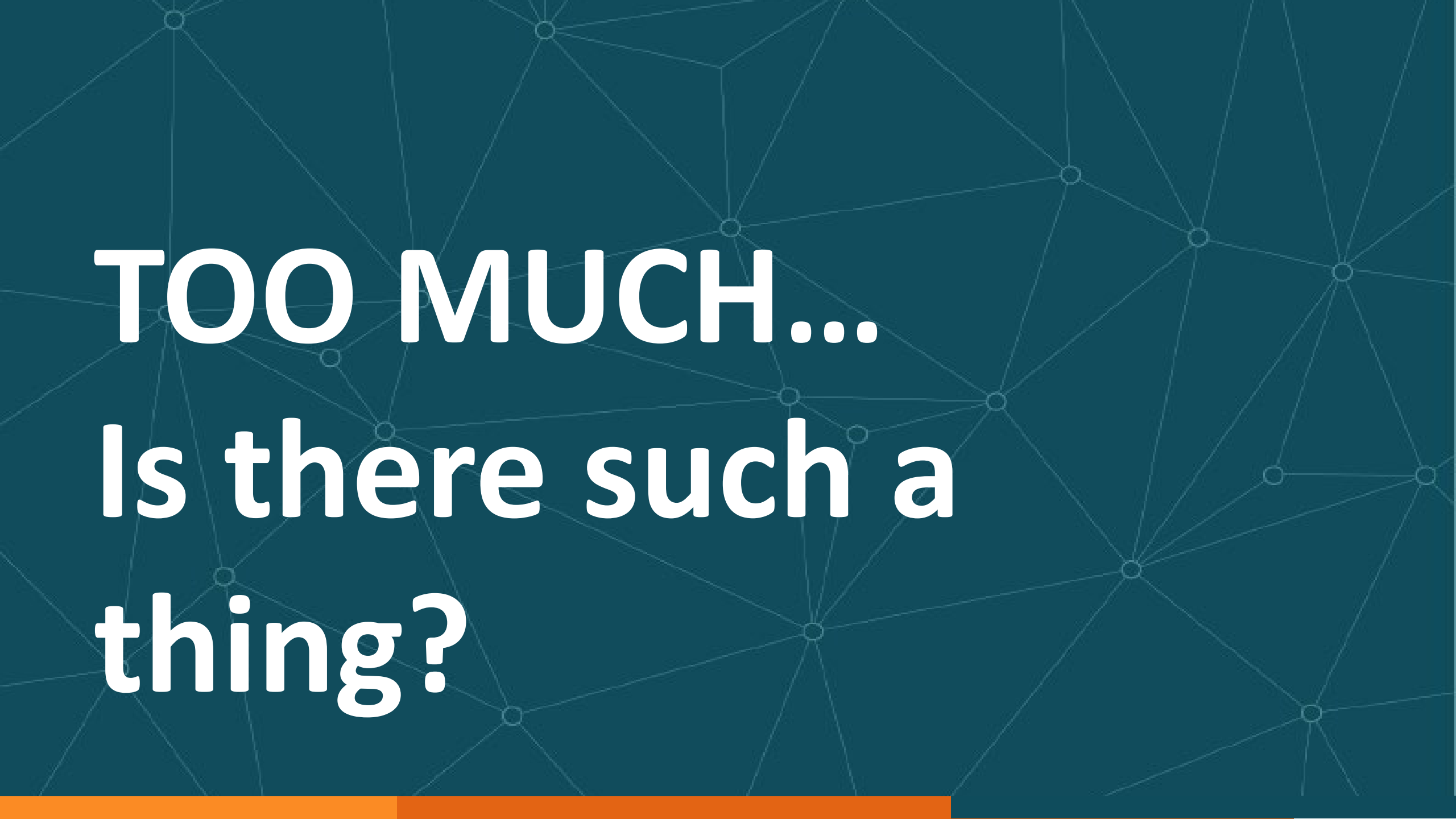
PUT YOUR CURRENT DONORS TO WORK

STEPS TO SUCCESS- Tools & Resources

TIMELINES & SCHEDULES

MARKETING COLLATERAL – LOGOS, IMAGES,
SOCIAL POSTS, SAMPLE EMAILS, ETC.

TIPS AND TRICKS



TOO MUCH...
Is there such a
thing?



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Q&A

WYOGIVES TRAINING- KRISTIE WILSON

FEBRUARY

WEDS, 22ND 11 – 12 P.M. – WYOGIVES – IS IT THE RIGHT CAMPAIGN FOR OUR ORGANIZATION?

MARCH

WEDS, 15TH 11 A.M. – 12 P.M. WYOGIVES PLATFORM BASIC BOOTCAMP

WEDS, 29TH 11 A.M. – 12 P.M. SECURING MATCHES & PEER-TO-PEER FUNDRAISERS

APRIL

TUESDAY, 5TH 11 A.M. – 12:30 P.M. USING SOCIAL MEDIA TO STEER TRAFFIC TO YOUR WYOGIVES CAMPAIGN

MAY

TUESDAY, 9TH 10 A.M. – 11 A.M. – DONOR STEWARDSHIP

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Thank you!

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