Fundamentals of Fundraising II

February 16th, 2023 | 10 AM | Webinar
4 Key Elements for Fundraising Success
To Do:

- Identify our audience
- Segment our audience
- Determine how to track our audience
To Do:

- Identify OUR CHANNELS
- Get to know the best use of each channel
- Understand the channels that our audience uses
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)
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 …
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.
WHY?

Raise funds necessary to fulfill your organization's mission

Provides opportunity to strengthen relationships with supporters
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
Essential 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
Essential 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
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
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
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
Also Essential

Board Buy-In

Volunteer Participation
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.
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
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?
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

INFO@WYNONPROFIT.ORG  307.772.9001
Thank you!

ANNA WILCOX
Director of Learning & Development
awilcox@wynonprofit.org
307.772.9015