

Checklist #6: Develop Your Fundraising Approach

	NOTES:
<input type="checkbox"/> Develop a method for keeping track of people who have donated to your organization, such as: <ul style="list-style-type: none"> - Names and addresses of everyone you have asked to donate - How much they gave and when they gave it - Who might donate in the future - Who did not donate 	
<input type="checkbox"/> All board members should contribute a monetary gift	
<input type="checkbox"/> Start with your own people. Everyone involved with your organization should contribute.	
<input type="checkbox"/> Constantly look for potential donors who might be interested in the mission	
<input type="checkbox"/> As a new nonprofit, your best donors are individuals and smaller or family foundations. Larger funders will want to be assured of your sustainability before they invest	
<input type="checkbox"/> Keep in touch periodically with your donors to let them know what and how your nonprofit is doing	
<input type="checkbox"/> Ask all volunteers, staffers, and board members to come up with the names of possible donors	
<input type="checkbox"/> Keep your materials simple	

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<input type="checkbox"/> Use stories of your nonprofits successes. Donors will be more inclined to give you money if they see what you have accomplished.	
<input type="checkbox"/> Before you decide to hold a fundraising event, like a dinner or a community event, calculate the cost of the event compared to the money you will raise.	
<input type="checkbox"/> Make sure the people who are asking for contributions are comfortable talking about your nonprofit and that they demonstrate enthusiasm for its mission.	
<input type="checkbox"/> Write thank you notes to each donor, including the amount of the contribution that is tax deductible. Exec. Dir. or a board member should sign each note.	
<input type="checkbox"/> Take a course on grant writing	