

Doing More With Less



A SHALOM-ISH APPROACH TO FUNDRAISING





Do you like to ask for money?

What are the things you find difficult or challenging when asking for money?

What are the key components to raising money?





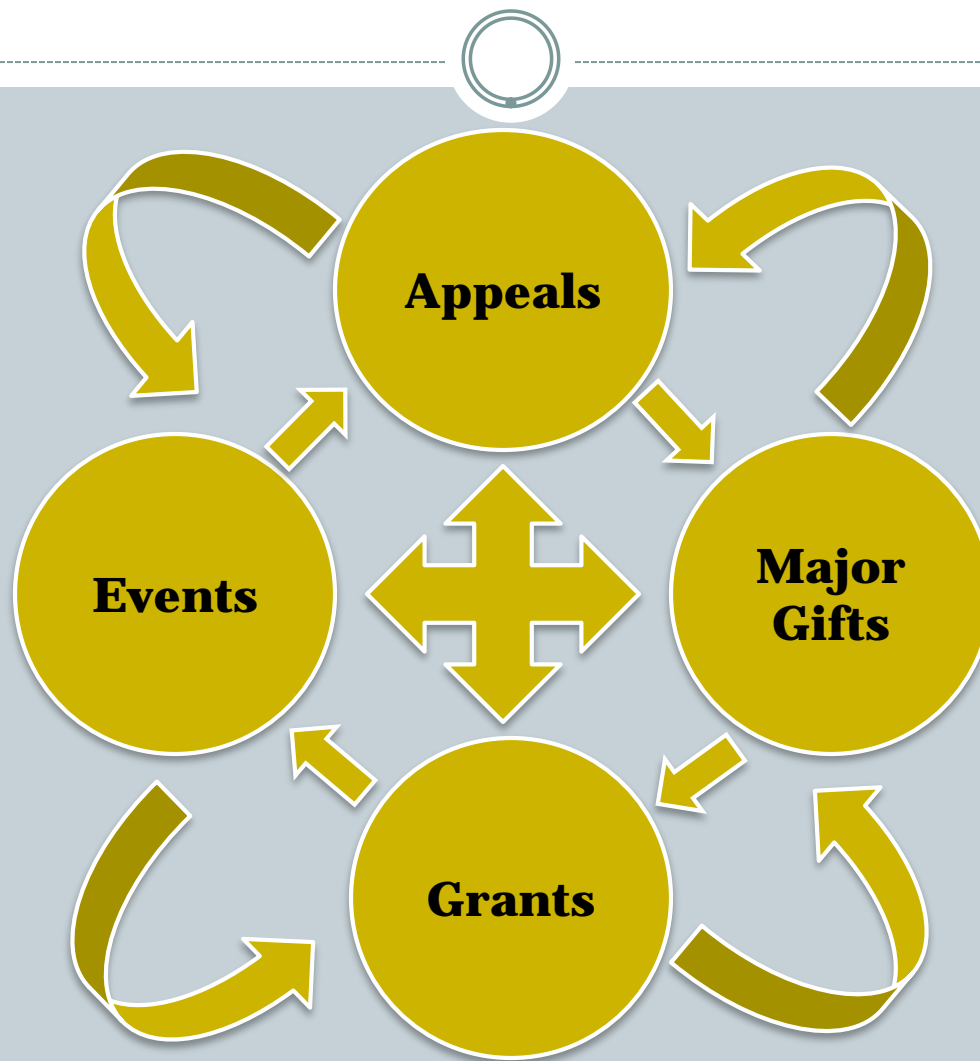
Relationships!

Shalom-ish Definition:

Identifying the human and financial assets in your community and neighboring communities.

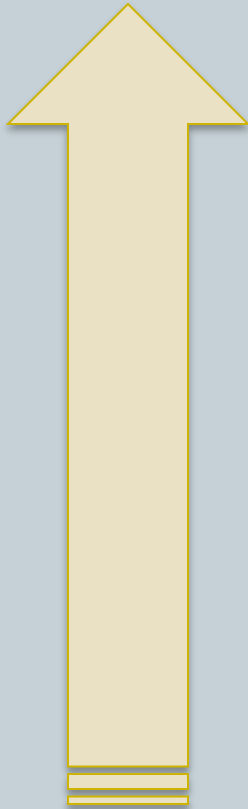


Doing More With Less: A Shalom-ish approach to fundraising.

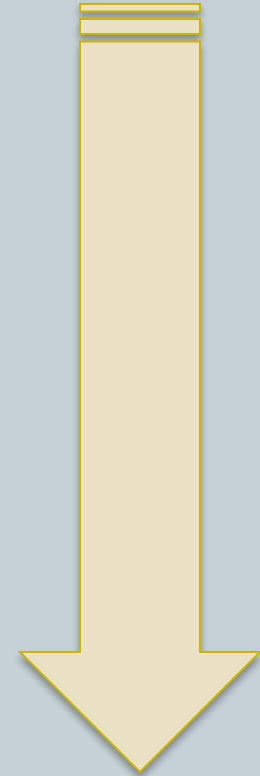




How do I begin?



GOALS





Goooooals

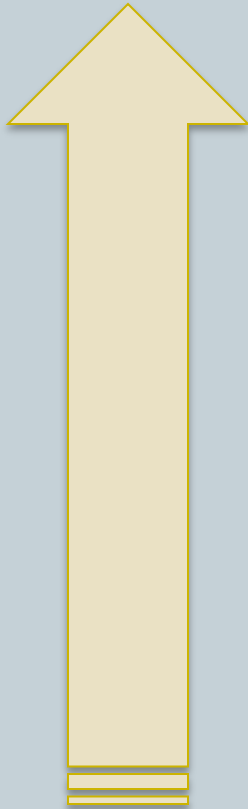
Overall Goal: Raise \$10,000 to support our mission

1. Send four broad-based appeals
2. Complete six major gift visits a month
3. Identify five new donors
4. Identify four organizations to draft and submit grants to
5. Hold two events





How do I begin?



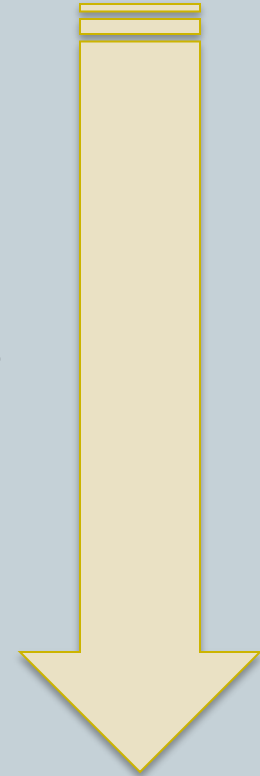
GOALS

CALENDAR

BROAD-BASED APPEALS

EVENTS

MAJOR GIFTS





Major Gifts



The donor life cycle:

QUALIFICATION (3 months)

CULTIVATION (6-12 months)

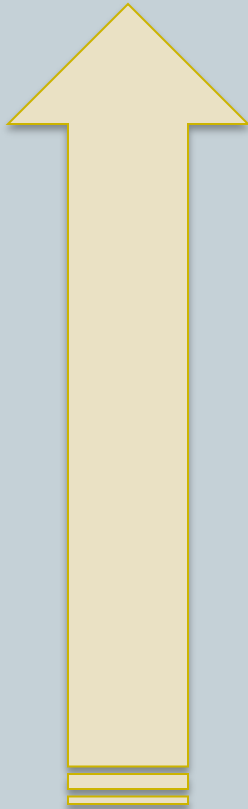
SOLICITATION (1 month)

GIFT NEGOTIATION (1 month)

STEWARDSHIP (lifetime)



How do I begin?



GOALS

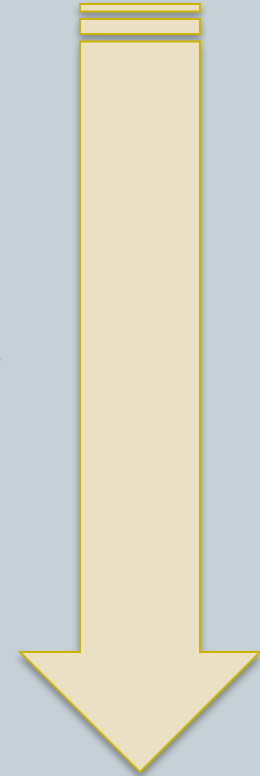
CALENDAR

BROAD-BASED APPEALS

EVENTS

MAJOR GIFTS

GRANTS





Remember

- Building Relationships
- Developing a Plan
- Implementing that Plan
- Patience
- Saying “Thank you!”

