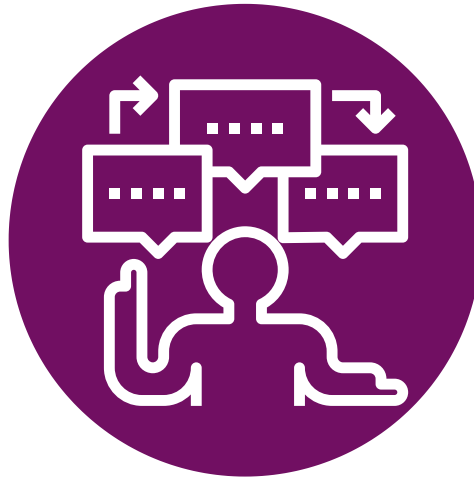


A BEGINNER'S GUIDE TO FUNDRAISING



SMP Nonprofit Consulting
Position your organization for success.



HAVE A PLAN

A fundraising strategy is the first step to success. You need a detailed plan that outlines:

- How much money you want to raise
- What strategies you will implement
- A realistic timeline for completion
- Who will help you achieve your goals



IDENTIFY REVENUE SOURCES

What strategies will you use to achieve your goal? Here's a few you can use:

- Individual donations
- Board giving
- Crowdfunding
- Fees-for-service
- Grants
- Special events



COMMUNICATE YOUR VALUE

What challenges would your clients have to face without you? People want to know what you do and how your work positively impacts those you serve.

When you can clearly define and explain your vision for change, your unique story will inspire others to give.



CULTIVATE RELATIONSHIPS

People give to people, not organizations. Find ways to connect and engage with others. Network! Attend community events! Collaborate with other nonprofits!

You'll be surprised by how much support you'll get just by building relationships!



SHOW DONORS THE POWER OF THEIR DONATION

Increase donations by framing your ask to reflect real needs. For example:

- "With your gift of \$100, you can pay for a child's tutoring services for an entire year."



SAY THANK YOU

Never forget to acknowledge, thank, and communicate with your donors! Research shows that first-time donors are **four times more likely** to give again when they're properly thanked.

There's so many ways to say thank you - try cards, personalized emails, videos, and letters!

**Need help with
your fundraising
strategy?**



Let's talk.

[Click here to book a strategy session!](#)