

Creating a plan for fundraising that is effective!

EASIER AND SMARTER, NOT HARDER

**FUNDRAISING
THAT WORKS!**



HOW TO BRAND, MARKET AND DEVELOP A SUCCESSFUL
FUNDRAISING PROGRAM FOR YOUR SCHOOL OR
ORGANIZATION

(FROM A "VOICE OF EXPERIENCE")

THERESA BLOOM, MOL, BSN

Always Start With The End In Mind

- ∅ Why do you need to raise money?
- ∅ What are you raising money for?
- ∅ When do you need it, and how much?
- ∅ Know your regulations!!





Marketing 101

Why do I need to think
about
Marketing???

KNOW YOUR "WHY"!!

What is your brand?

How to stand out in a crowd!

What sets your group apart from others?

Building Trust

Teaching customer service





It's Not All About The Money! (wait, what???)

Raising Awareness

Let's keep the fun in fundraising

The importance of getting "buy-in"

FUNDING SOURCES

HOW TO
FIND,
DEVELOP,
ENCOURAGE,
ACKNOWLEDGE,
APPRECIATE
AND
MAINTAIN YOUR
FUNDING SOURCES

THE HOW AND WHY
OF GIVING





**Teamwork and Planning
Equals Success!**

Questions?

G  **AL**



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