making friends with donors
building community to raise $$$

4.0 COMMUNITY SUMMIT
fundraising workflow

- **Engage**
  - Research: Identify prospective partners through multiple channels
  - Outreach: Plan strategic opportunities to make contact with prospects
  - Cultivate: Regular touch points intended to build relationships

- **Propose**
  - Launch: Meeting to determine proposal approach and roles
  - Draft: Program and communications team write proposal
  - Approve & Submit: Proposal is approved and submitted by development team

- **Track**
  - Record: Grant agreement and report deadlines are documented
  - Report: Program and development team fulfill report
  - Renew: Management & development team pursue renewal
Why would you want to build community?
<table>
<thead>
<tr>
<th>Why We Steward</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Relationships</strong></td>
<td>The key to fundraising is relationships. Stewardship strengthens existing relationships and brings people in.</td>
</tr>
<tr>
<td><strong>Demo Your Project</strong></td>
<td>Give friends an opportunity to see exactly what you do.</td>
</tr>
<tr>
<td><strong>Keep People Informed</strong></td>
<td>Everyone has a little fomo. Keeping your community informed will reinforce your care for them.</td>
</tr>
<tr>
<td><strong>Celebrate Partners</strong></td>
<td>Everyone likes a little partying. You work hard, so do your friends. Celebrate them!</td>
</tr>
</tbody>
</table>
STEWARDSHIP OPPORTUNITIES

- newsletters
- luncheons
- parties
- site visits
- meetings
HOW TO CHOOSE

VISION

CAPACITY

TIME
VISION

CRAFTING YOUR VISION

- WHAT DO YOU WANT ATTENDEES TO FEEL?
- WHAT DO YOU WANT ATTENDEES TO KNOW?
- WHO ARE THE IDEAL ATTENDEES?

SHARING YOUR VISION
## CAPACITY: WHAT WILL YOU NEED?

<table>
<thead>
<tr>
<th>SPACE</th>
<th>Where will your event take place? What do you need? AV, a kitchen, etc.?</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEOPLE</td>
<td>Team? Can you do this yourself? Do you need a high-powered connection on board? Partners?</td>
</tr>
<tr>
<td>COMMUNICATIONS</td>
<td>Getting the word out. Communication team and collateral.</td>
</tr>
<tr>
<td>FOOD, PERMITS, ETC.</td>
<td>Will your event have food? An outside facilitator? Will you have a raffle? Will students attend?</td>
</tr>
</tbody>
</table>
TIME

SET A DATE

- WHAT IS THE OPTIMAL SEASON?
- WILL KEY ATTENDEES BE AVAILABLE?
- HOW MANY WEEKS/MONTHS OUT DO YOU NEED?

PUT IT ON YOUR CALENDAR
QUESTIONS?