



TEFN Conference 2023

*Stronger Together:  
Building a  
Development Plan  
That Involves Your  
Board*

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# Fundraising Methods

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- **Annual Campaign**
- **Blended Approach**
- **Events**



Who



What

HOW???



When



Where

# WHO will fundraise?

## BOARD OBLIGATION

- **Expectation**
- **Board Member Agreement**
- **Personal Financial Gift**
- **Leverage Relationships**
- **Put Some FUN in FUNDraising**

## EXECUTIVE DIRECTOR'S ROLE

- **Organizer**
- **Provides Training & Materials for Board**
- **Major Gifts/In Kind/Unusual or Major Donors**



# WHAT ARE YOU FUNDRAISING FOR????

## Essential steps



**Step 1: Define  
goals.**



**Step 2: Plot  
milestones.**



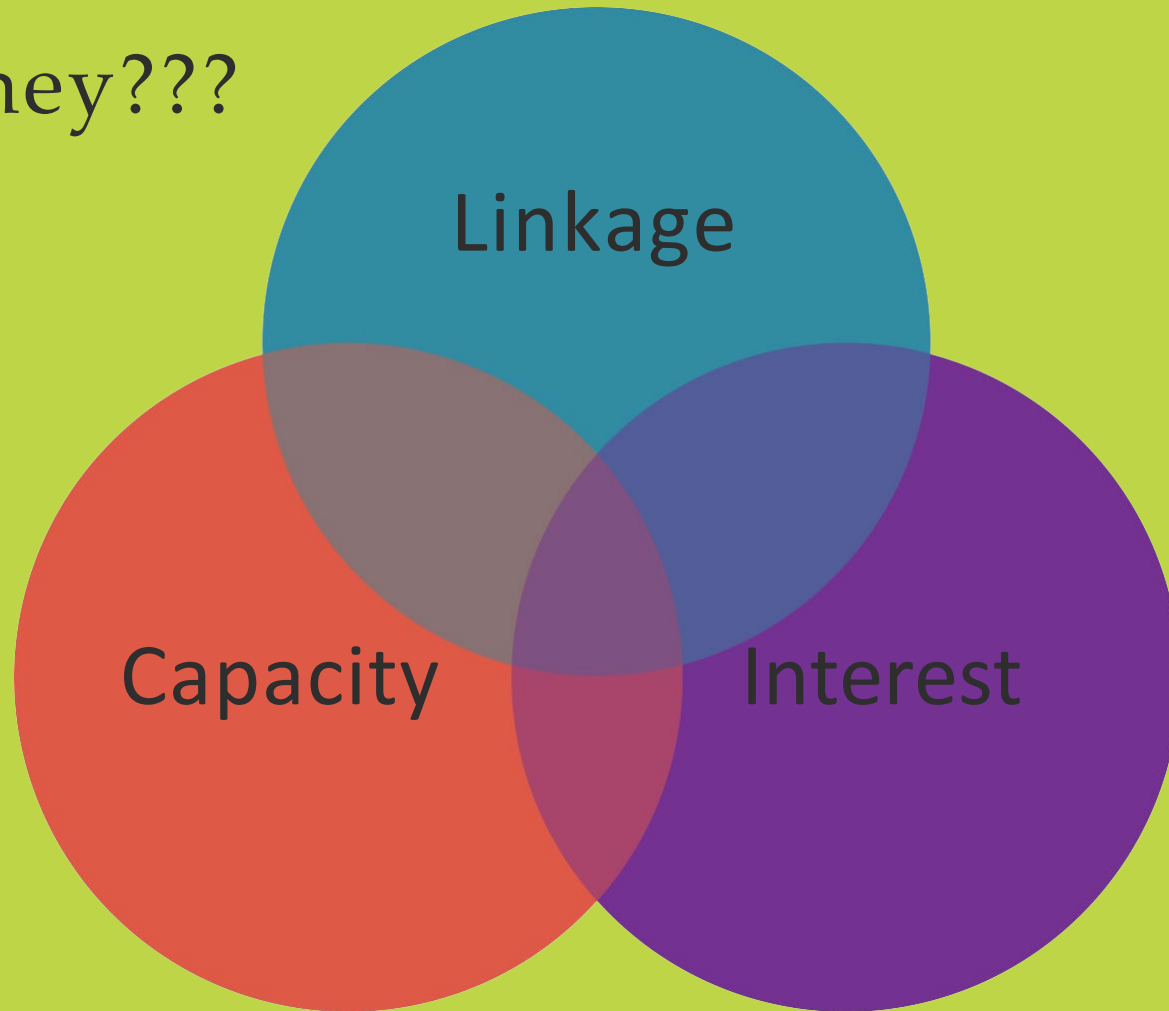
**Step 3: Allocate  
resources.**

# **HOW will we fundraise?**



**STRATEGIC PLANNING IS YOUR MAP TO SUCCESS!**

WHERE is the  
money???



# WHEN??

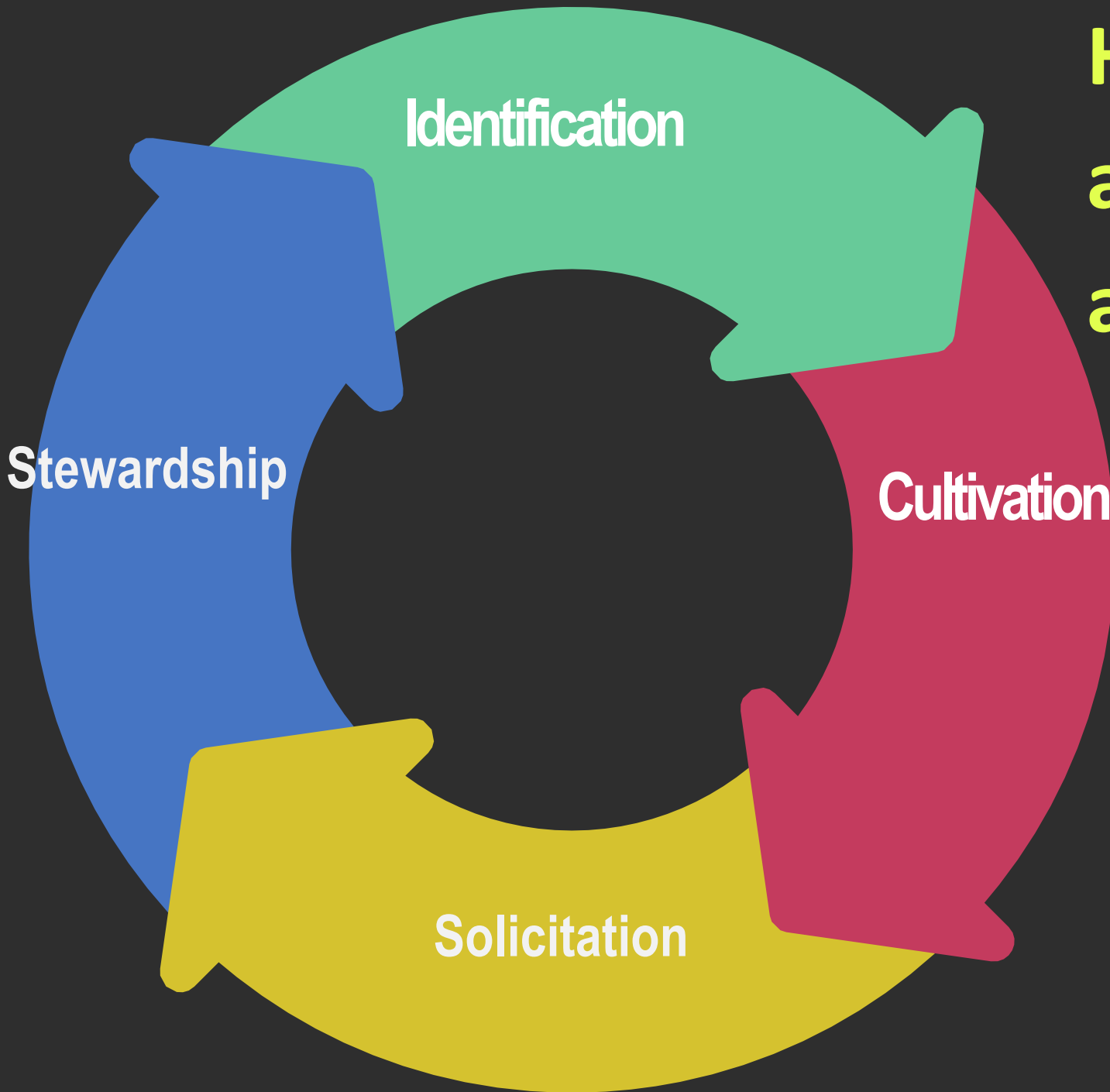
- Q4 Fundraising
- Event Fundraising
- Crisis Fundraising
- Donor - Centered Fundraising

Philanthropy funds dreams, not needs.



# HOW to approach a donor

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# QUESTIONS?



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