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Important factors when considering an Endowment Fund:

- ❖ Is your program well recognized and does it have a good reputation in your community?
- ❖ Does your program have a history of fiscal responsibility?
- ❖ Do you have a clear mission everyone understands?
- ❖ Do you have steady and continually improving annual fundraising results?
- ❖ Do you have steady donor retention rates and are you attracting new donors each year?
- ❖ Are you supported by influential community members?

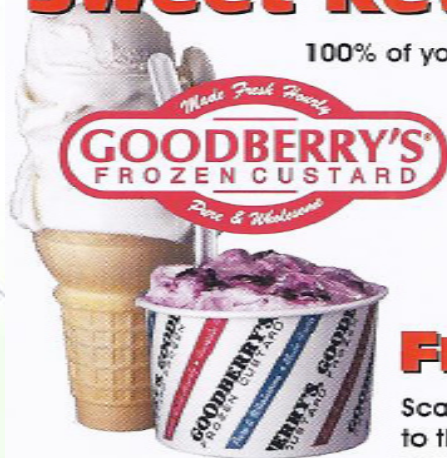
External Fundraising Events Lessons Learned:

- ❖ Do not trust everyone or assume that they know what they are doing when it comes to fundraising.
- ❖ Create a specific, board-approved policy that outlines expectations for both you and the organizer.
- ❖ Protect your organization and donors.

No Fuss, On-line Fundraiser

Sweet Reward Summer Challenge

100% of your donation goes to the fight against hunger right here in the Triangle!



Help Meals on Wheels of Wake County feed our homebound senior neighbors this summer and receive a **free Goodberry's Frozen Custard gift card**! Just visit www.wakemow.org, make a donation of \$15 or more between July 9 and July 16, and Meals on Wheels will mail you a sweet reward!

Free Frozen Custard!

Scan this QR code with your mobile device to go directly to the Meals on Wheels of Wake County & Goodberry's Frozen Custard Sweet Reward Summer Challenge for more details and reward levels.



Meals  **onWheels**

www.wakemow.org