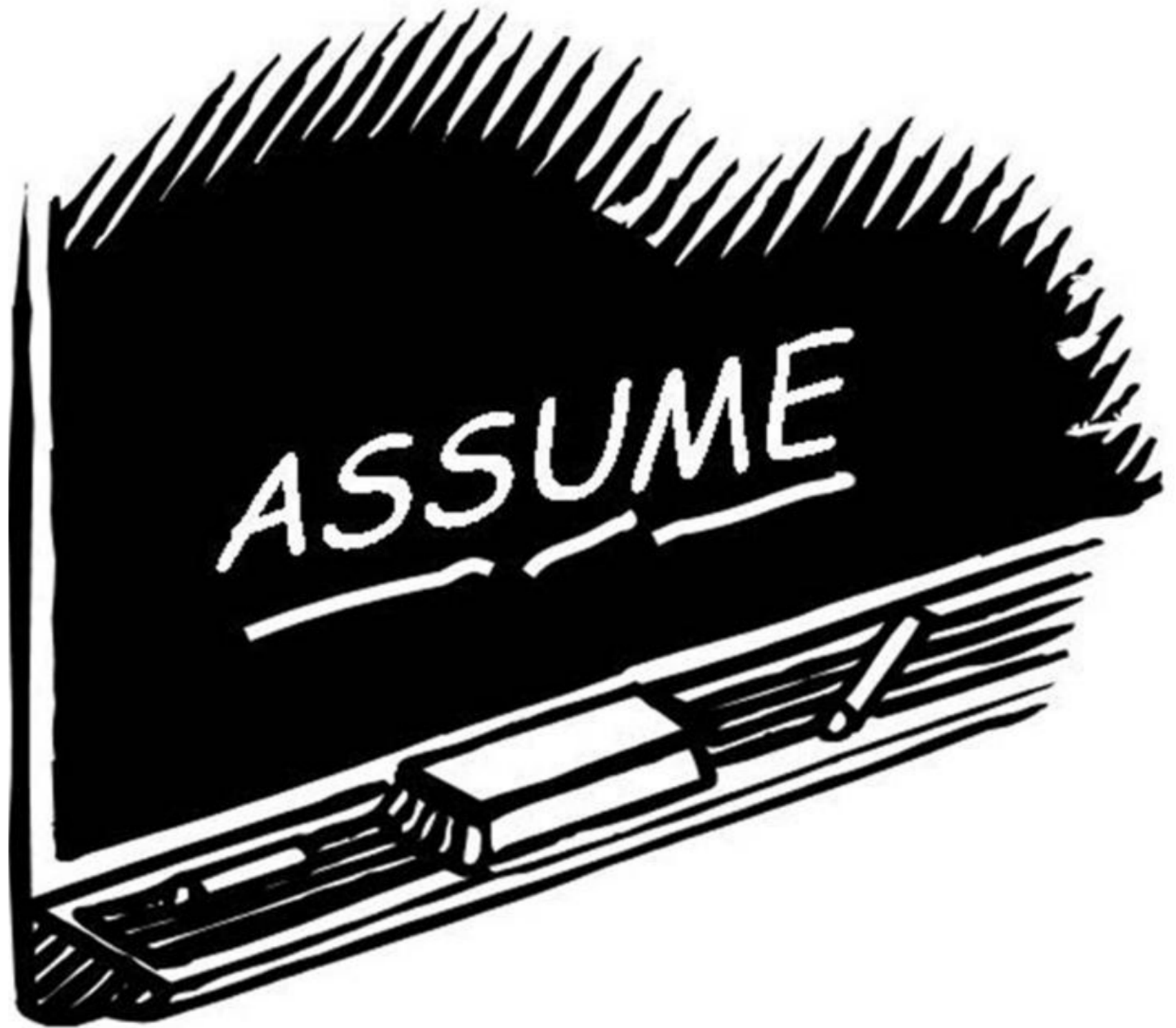


Small
Nonprofit
Fundraising



Case for
Support Defined

Strategic
Direction
Established

ESTABLISHED

Board Has Agreed to
Engage in Fundraising

Clear

DOA

Eng

Communication

Efforts Are Clear

Fundraising
System is
MANAGED AND
Automated

DONOR FLOW CHART

Client:

Date: 1/10/2011

Acquisition Channels

#1 _____

#2 _____

#3 _____

#4 _____

#5 _____

LIST
of Contacts:

Tactics to Move to Annual Donor:

| | |
|---------------------------------------|----------------|
| Annual Donors | Gift Range: |
| # of Donors: | Total Revenue: |
| Tactics to Renew: | |
| Tactics to Upgrade to Midlevel Donor: | |

| | |
|------------------------------------|----------------|
| Mid Level Donors | Gift Range: |
| # of Donors: | Total Revenue: |
| Tactics to Renew: | |
| Tactics to Upgrade to Major Donor: | |

| | |
|---------------------------------------|----------------|
| Major Donors | Gift Range: |
| # of Donors: | Total Revenue: |
| Tactics: | |
| Tactics to Upgrade to Planned Giving: | |

| |
|-----------------------|
| Planned Giving |
| Tactics: |





Development
Structure Is
Optimized

Board of Director

Executive Director

Board of Director

Executive Director

Development Assistant

Grant Writer

Board of Director

Executive Director

Development Assistant

Events

Grant Writer

Board of Director

Executive Director

Development Assistant

Director of Development

Grant Writer

Board of Director

Executive Director

Development Assistant

Director of Development

Foundation / Corporate Relations

**Board of
Director**

**Executive
Director**

**Board of
Director**

**Executive
Director**

**Development
Assistant**

**Grant
Writer**

D

**Board of
Director**

**Executive
Director**

**Development
Assistant**

Events

**Grant
Writer**

**Board of
Director**

**Executive
Director**

**Development
Assistant**

**Director of
Development**

**Grant
Writer**

**Board of
Director**

**Executive
Director**

**Development
Assistant**

**Director of
Development**

**Foundation /
Corporate
Relations**



Leverage Relationships

DONORS

Volunteers

3 Key Points

1. Automate Fundraising
2. Incorporate the Right Structure
3. Leverage Relationships

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