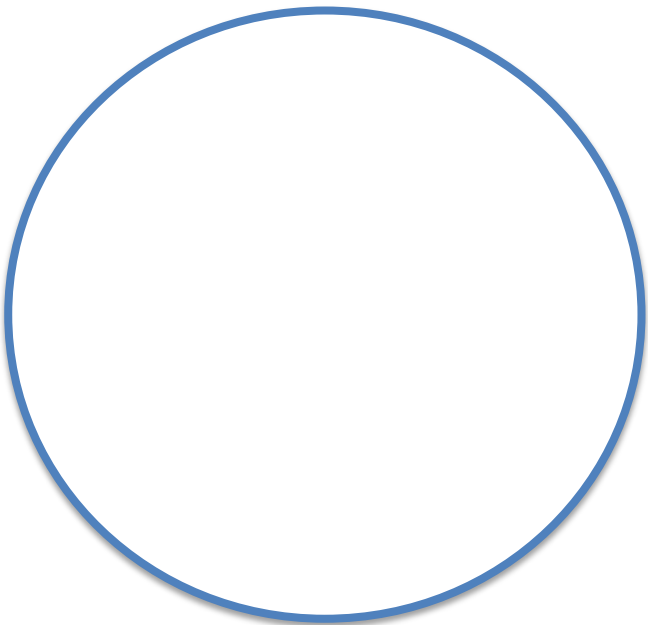
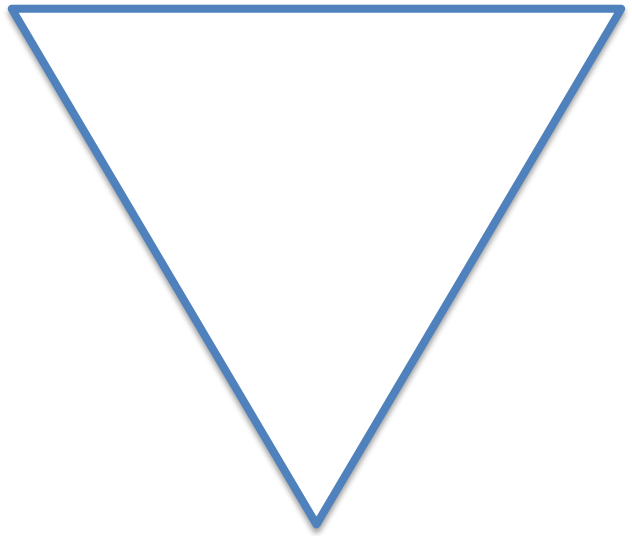
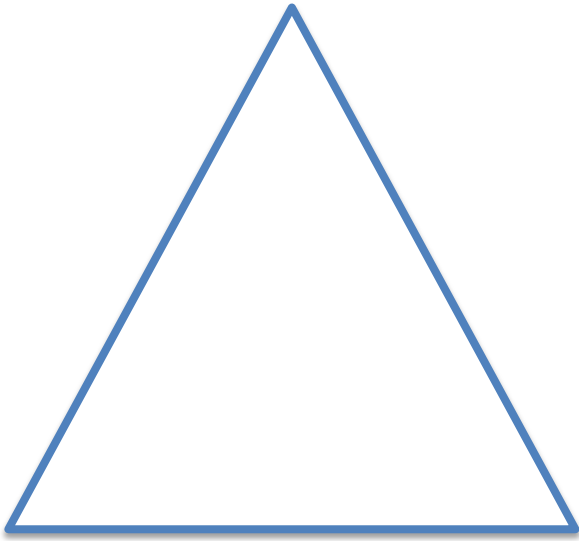


**Fundraising
Tools
Notebook**

Tools for Grassroots Conference

Una National Park, Bosnia and Herzegovina

May 30th - June 2nd 2018

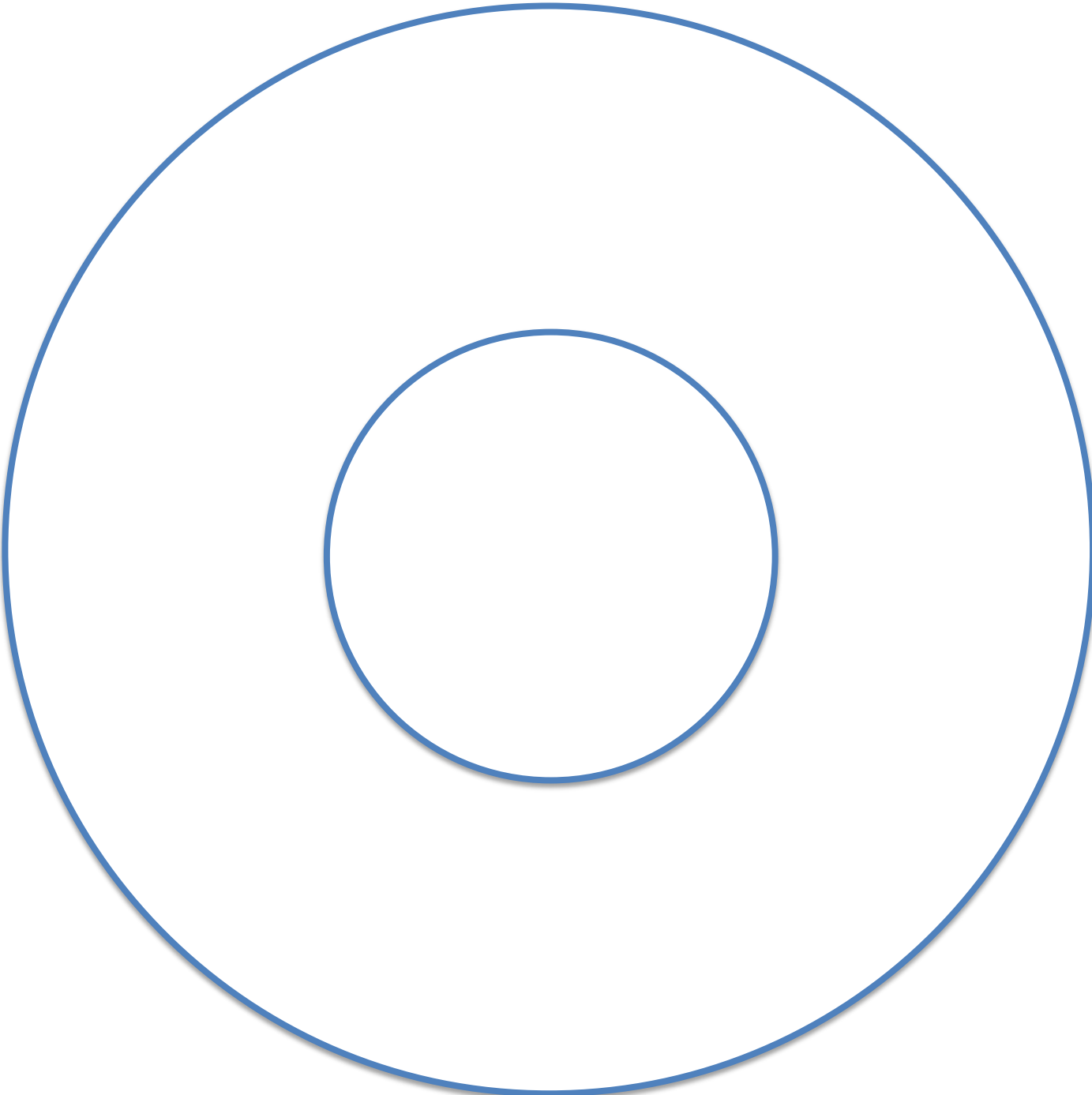


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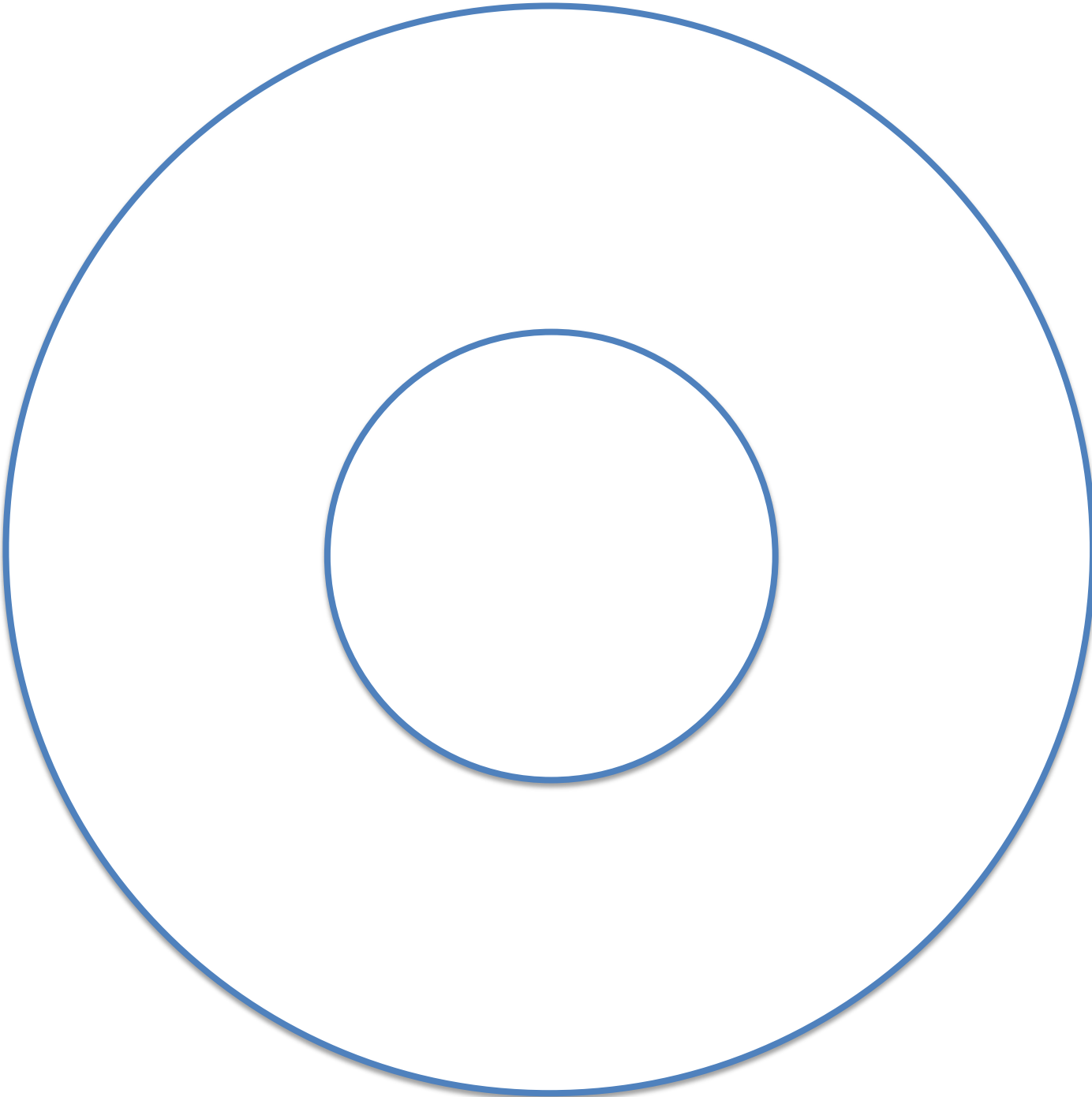
Tool 1: My Network

Contacts



Tool 1: My Network

Contacts in detail



Tool 2: How to qualify someone as a high priority donor?

4 questions:

1. Do they have discretionary money?
2. Do they give any of it away?
3. Do they care about your issue?
4. Are they connected to your organization?

Tool 3: Why would someone give to us?

(List reasons)



Tool 3: Why would someone not give to us?

(List reasons)



Tool 3: F A Q

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

Tool 4: Tell your story

TELLING YOUR STORY

How to introduce my project, nonprofit or cause to a new potential donor and clearly explain what need my organization seeks to meet, how I plan to meet that need, and what I could achieve with additional funds. (The boxes below are for emphasis, not necessarily meant for your document).

**Name of Nonprofit
(or Project or Cause)**

MISSION

WHY MY ORGANIZATION EXISTS

How the world will be a better place
The problem we are addressing

PROGRAM 1

What we will do....

PROGRAM 2

...to make the world...

PROGRAM 3

...a better place.

OUR ACCOMPLISHMENTS

WHAT MAKES MY ORGANIZATIONS SPECIAL?

- Founded in 2013 by...
- Got to change a local regulation aiming at reducing a protected area.

OUR GOALS

WHAT WE HOPE TO ACCOMPLISH?

- In 6 months
- In 1 year
- In 2 years

SUPPORT WE NEED

HOW THE DONOR MAKE A DIFFERENCE?

We need Euros to reach these goals.

- Supplies
- Staff

** Secret to Success: Don't brag about you or the organization, but rather about who you serve.
this example is based on Heller Fundraising group open materials

Tool 5: My 10 seconds success stories

(Success stories)


Tool 6: Diversified fundraising plan

Tool 7: Fundraising activities



Notes

Notes



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Sonia Castañeda Rial
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