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**April 7, 2023**



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- **Fundraising 101**
- **Five Elements of Effective Fundraising**

- **April 7, 2023**

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About Today's Presenter:

Linda Kaye Briggs, The Briggs Group

April 7, 2023

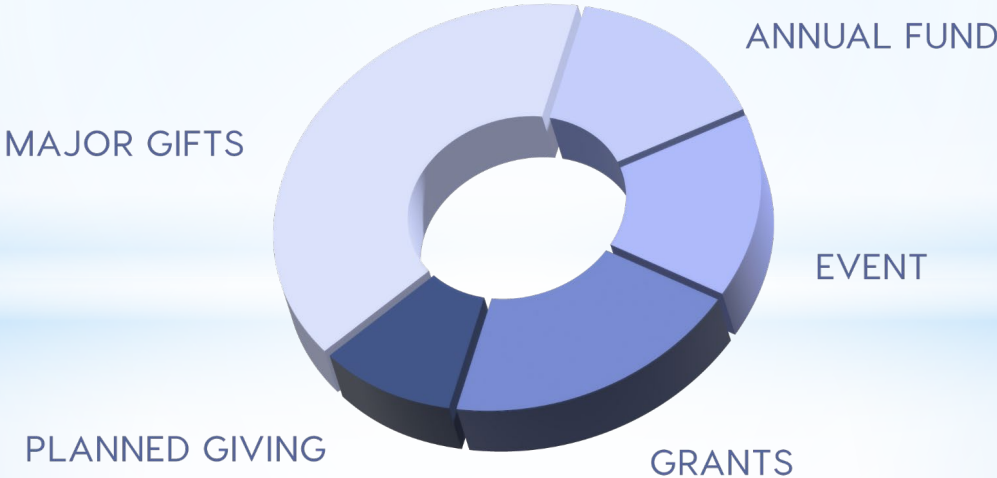
# Fundraising 101

# Fundraising 101

## Five Elements of Effective Fundraising

1. The Revenue Pie
2. Moves Management
3. Board Members, The Three A's (**F O R M U P S**)
4. Donor-Centered: Seven Types of Donors
5. Who Makes the “Ask”?

# Sample Fundraising Revenue Pie





# The Three “A’s”

## Act as **ADVOCATE**

- Be comfortable with your “impact speech”.
- Understand the full scope of your Vision and Mission.
- Understand why you give and support.  
Make it personal and share it.



# Act as **ADVOCATE**

- Mission:
  
- Vision:

# The Three “A’s”

## Act as **AMBASSADOR**

- Promote giving and connect donor prospects.
- Invite guests to events or office gatherings, etc.
- Invite donor prospects to events and introduce them to staff.
- Help staff get to know donors better: **F O R M U P S**

# Act as **AMBASSADOR**

**F** = Family, education

**O** = Occupation, business connections

**R** = Recreation, vacation

**M** = Mission connection, program passion

**U** = Unique aspects

**P** = Philanthropic, community priorities

**S** = Sphere of influence

# The Three “A’s”

## Act as **ASKER**

- Help open the door, make a phone call to connect a potential donor that may lead to a gift approach.
- Partner with staff on a gift approach.
- Share your passion about your organization.

# The Seven Donor Types Boards on Fire

Altruist ... It's the right thing to do; it's their personal DNA

Communitarian ... They care about a larger community

Devout ... Devoted to their own #1 mission or cause

Dynast ... Generations of philanthropy; it's their family DNA

Investor ... What are the numbers? ROI and costs convince

Repayer ... Expressing gratitude for past service experience

Socialite ... Event and recognition must be present to motivate

# Who Makes the “Ask”?



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# Questions?



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