



Key Points To Remember About Fundraising

A. Avoid Fundraising Burnout

There are a lot of organizations out there trying to raise money. People get tired of constantly being asked. Your fundraising efforts will be more effective, if you have one that is unique, fun, and gives your clients a sense of added value.

B. Think Outside the Box

Cut back from the same old, same old. Look for things that are new and different for your school. Invite the community to your event by taking advantage of the local media. Send out press releases to your local papers, radio stations, and television stations. Offer interviews to the same venues. Ask your members to display fliers at their work, grocery stores, and local businesses.

C. Have a Goal in Mind

You can't just tell people that you need money for your school. Explain to them how the money you are raising will be used. It is more likely that someone will be willing to support your efforts if you tell them why they are giving you their money.



D. Plan! Plan! Plan!

Like any event, it is critical that you plan your fundraising event from start to finish. As you know, fundraising can take a lot of preparation. Make sure you have all the details covered.

E. Don't forget the P.R.

The public relations between you and your community are very important for your school. It is a way to make sure your community knows all of the wonderful programs that your organization provides and all the time your volunteers put into the school and the community. It is a lot easier to ask for more support, if the community sees results.

F. Remember Your Mission

Most importantly, remember that fundraising is what you do to achieve your mission. The primary use of funds should be to support your school's efforts to advocate for children, to provide programs for parents and children, and to be a resource to your school.

