



# The Role of the Fundraiser

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## Ask yourself the following questions...

- What motivated you to take your position?
- What do you like most about your position?
- What do you like least?
- What do you believe is your true role as a fundraiser?





# Define your Role within your organization

- Presenter
- Leader
- Event Planner
- Writer
- Manager
- Donor Prospector
- Major Gifts Manager
- Volunteer

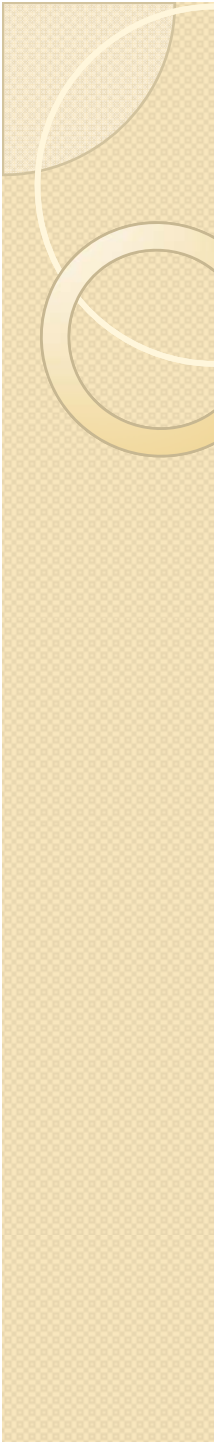


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As a fundraiser you are all of the above  
and more.

You are a...

- Motivator
- Self-starter
- Multi-tasker
- Friend-raiser
- Caring person
- Leader

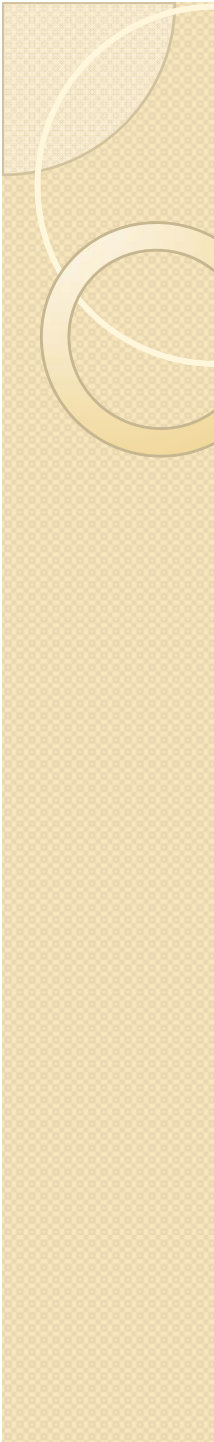


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**Fundraising...requires the need to understand the major aspects of non-profit management. These include **marketing** and **strategic management**.**



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**Marketing includes research,  
prospect identification,  
presentation and online giving.**



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# Research

- Market analysis of the current trends affecting your target market
- Determine who makes up your target market
- Understand how your organization meets the needs of your target market



# Prospect Identification

- Develop a process for reviewing your current database of constituents and categorize their interests, capacity to give, and connection to your organization
- Invest in donor procurement to add new donors to your database



# Presentation (delivering your message)

- Develop a 2-minute dialogue highlighting your organization's strengths (your "elevator speech") and share this with your volunteers and Board Members
- Be sure your message is consistent and reflects your mission and vision statement accordingly
- Develop an understanding of the type of outreach programs your organization provides and maximize the organization's time by working in your message with outreach activities



# Online Giving

- Design of your Website
  - Your website design must be appealing to your target market
  - You must have a compelling Case for Support for online giving to accompany your current giving campaigns



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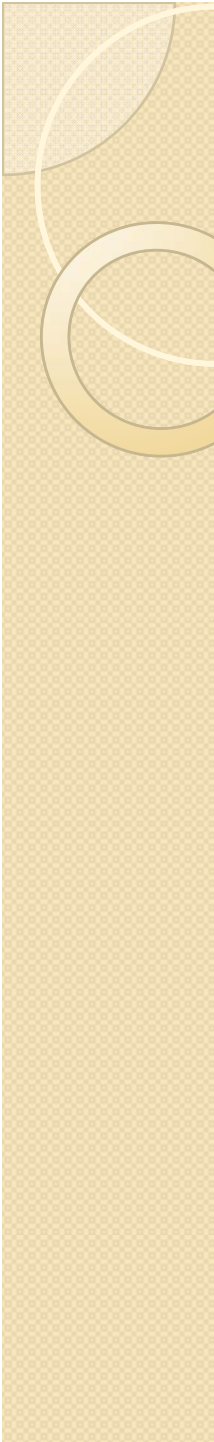
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# Online Giving

- Ease of Giving Online
  - It must be easy for your donors to give online
  - Provide simple giving options like Credit Card payments
- Capture your Data
  - Develop a database system to collect the information you need to track online donations
  - Develop a system of recognition for online gifts





**Strategic Planning** can help you identify strengths within your organization and provide you with the tools to develop management goals for your organization.



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# Capacity Building

- Maximize resources to sustain your organization
- Develop the right management team and put them in place to move your organization forward



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# Leadership Development

- Provide leadership training for you and your staff

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- Identify leaders within your organization

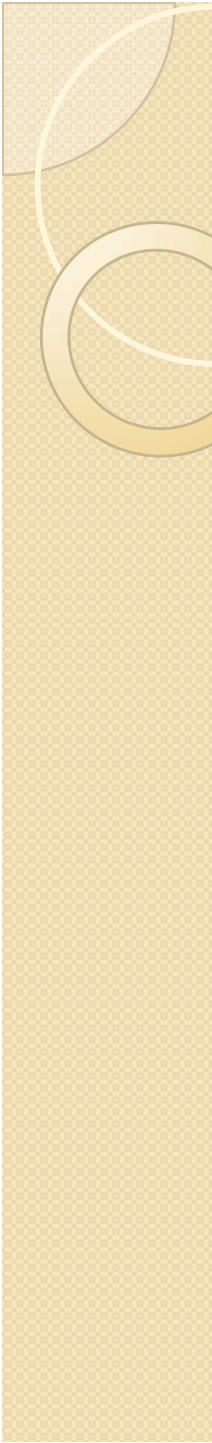


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**Strategic Exercise – provide a basic S.W.O.T. analysis for your organization by answering the following questions:**



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# Strategic Exercise

- How would you define the mission of your organization?
- Currently, what are the main goals of your organization?
- Discuss the strengths of your organization.
- List the weaknesses within your organization.
- List the environmental trends which you feel present the most opportunities for your organization.



# Strategic Exercise

- Which environmental trends could prove to be threats to the success of your organization?
- What do you perceive to be the 3 most critical issues for your organization at this time?
- What is your personal “vision” for your organization? Of the 3 most critical issues mentioned above, which one would you like to see resolved first, second, third?





# Thank you.

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# For More Information...



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