



# **The Fundamentals of Fundraising**

**Addy Logsdon Consulting**



**KEEP  
CALM  
AND  
FUNDRAISE  
ON...**



# BRAIDED FUNDING

Fee for Service

Grants

Fundraising



# BRAIDED FUNDRAISING

Board of Directors

Community Donors

Staff

Clients/ Alumni



# YOUR FUNDRAISING SUCCESS DEPENDS ON YOUR ABILITY TO...

Learn donors' values and preferences in giving.

Demonstrate that you will make an impact in advancing those values and preferences.



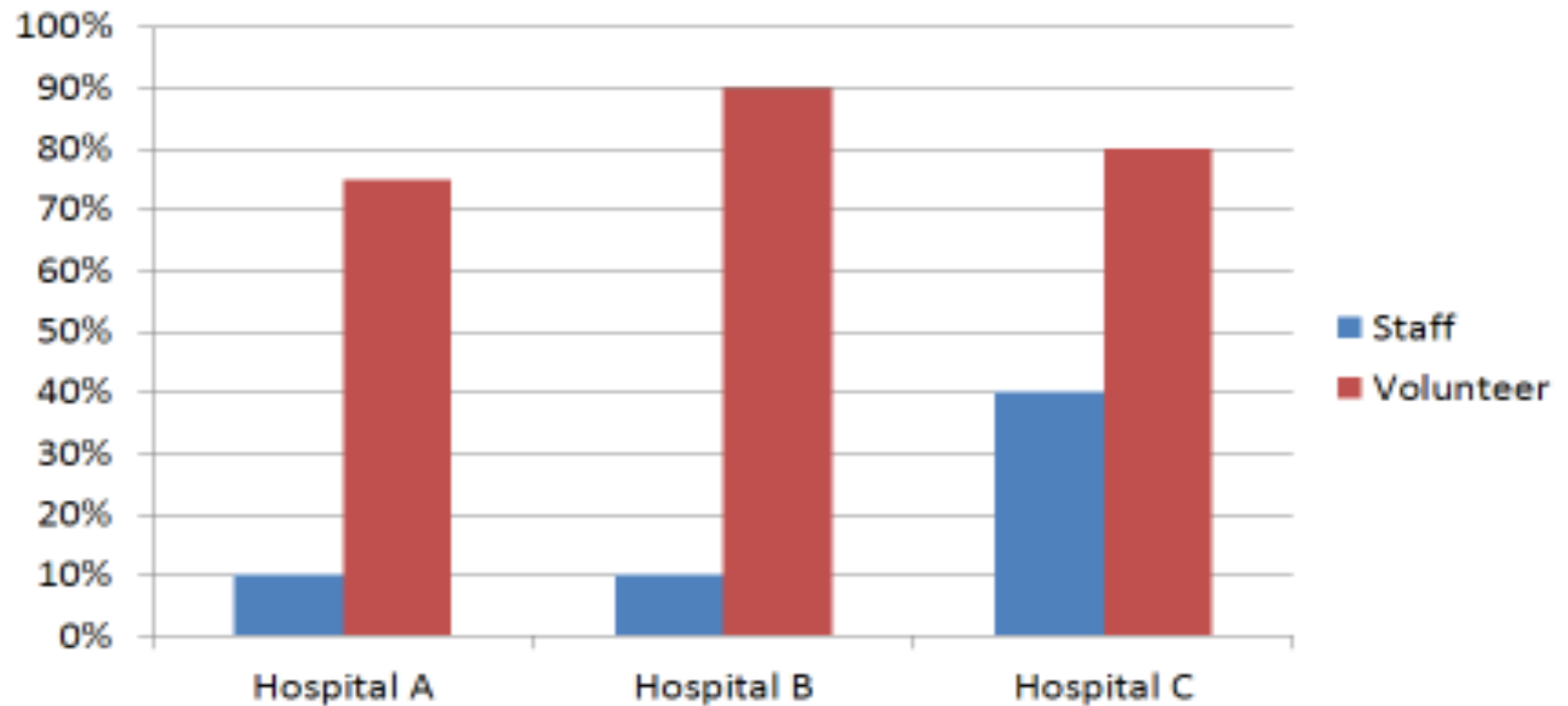
# WHAT'S THE CASE?

Data

Stories



# Success Rates for Securing Initial Meeting with Prospects



# TOTAL 2020 CONTRIBUTIONS: \$471.44 BILLION

- 69% Individuals
- 19% Foundations
- 8% Bequests
- 4% Corporations





## ELEMENTS OF A GREAT CASE

- **Vision:** What is our big idea for the future?
- **Community Needs:** What gaps and opportunities exist? Why do we need philanthropic support? Why now?
- **Plans:** What will we do with this community investment?
- **Impact:** What difference will we make together?
- **Credentials:** Why us?
- **Donor Call to Action:** Why You?



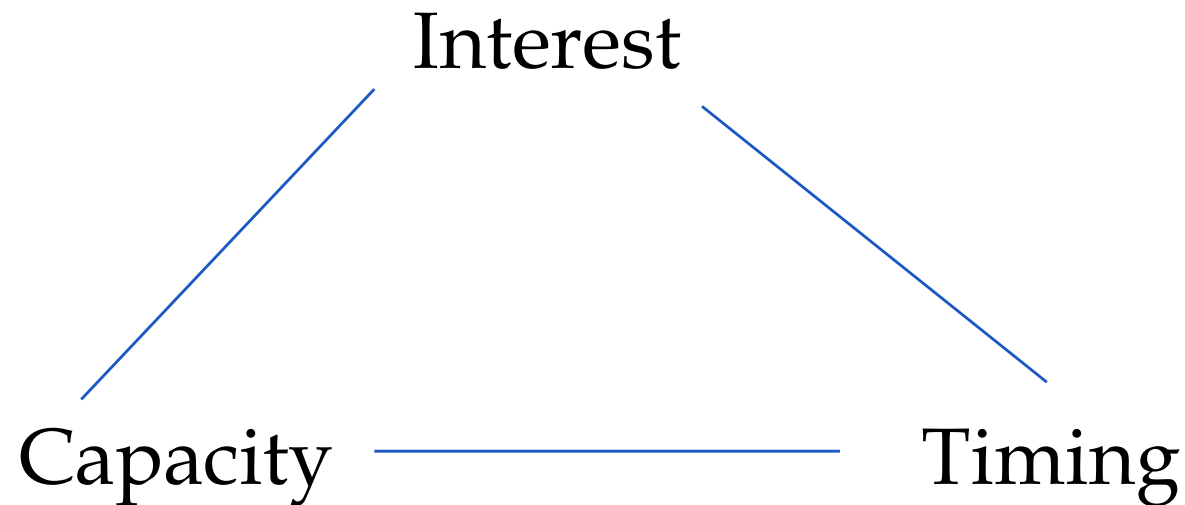


# ATTITUDE

- Unapologetic
- Proud
- Passionate
- Clear
- Transparent



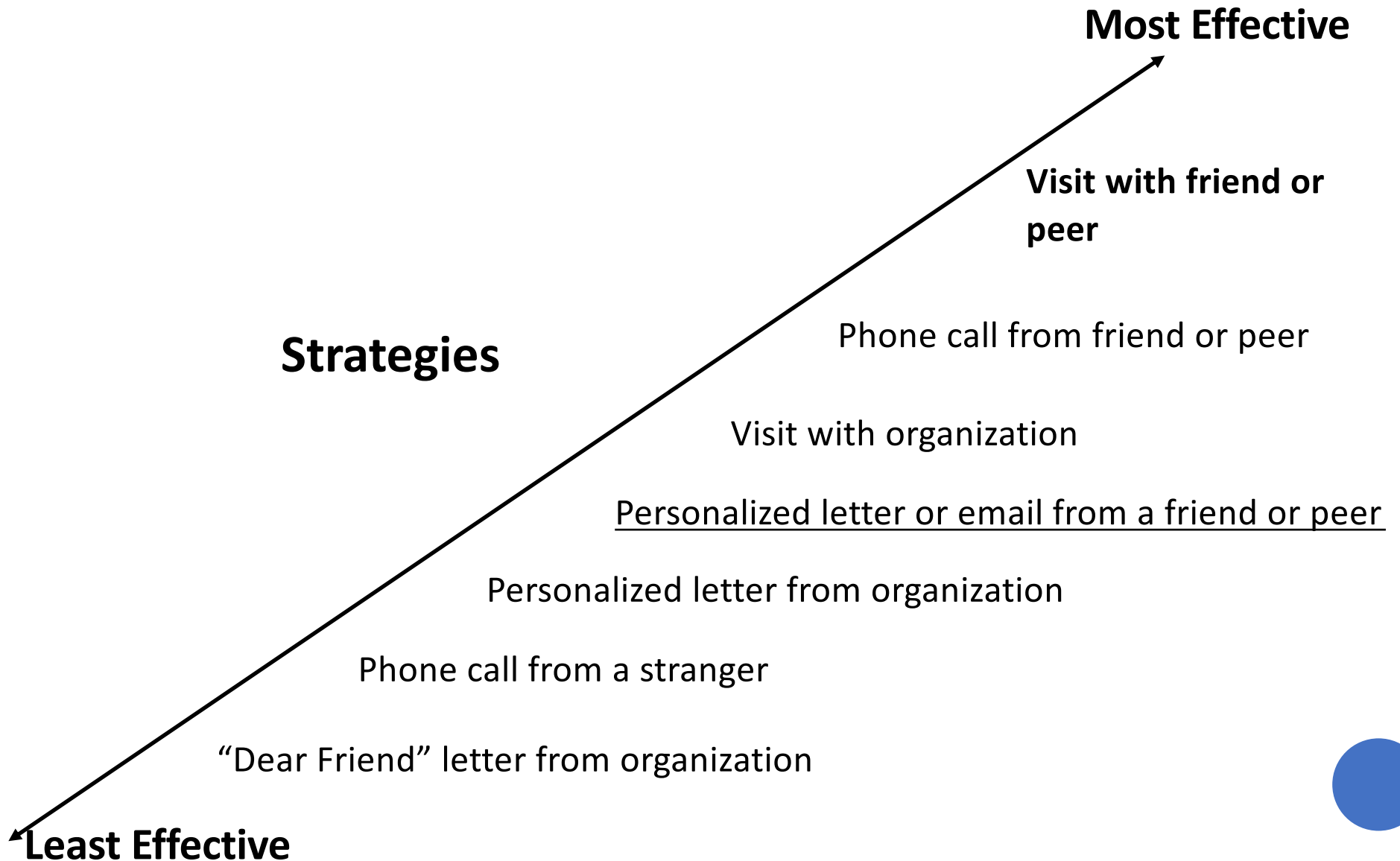
## THE DONATION TRINITY:



Your job is to create or *increase* a donor's interest.



# INCREASING YOUR FUNDRAISING EFFECTIVENESS





**KEEP  
CALM  
AND  
THANK  
DONORS**

