

Fundraising 101

Here's the first lesson of Fundraising 101: fundraising is not about begging. Fundraising is about inviting people to be part of something worthwhile, something bigger than they are, something meaningful that changes lives.

Basic Logistics

1. How much do you need to raise?
 - a. People want a number, give it to them.
2. Who are you asking?
 - a. Make a list of individuals, businesses, and corporations to ask
 - b. How much are you asking from each entity on that list?
3. How are you going to ask them
 - a. Letter
 - b. Go fund me, etc
 - c. Social media
 - d. In person
4. How are you going to take their money? Where will the money go?
 - a. Cash
 - b. Check
 - c. Bank account
 - d. Captain Planet FDN

Creating the ask - tell your story - Your organization 's ability to tell its story will greatly increase your odds of raising money and maximizing your organization 's impact.

1. Who are you?
 - a. Names, ages, locations - your basic info
 - b. What brought your team together?
2. Why do you want their money?
 - a. Explain your project
3. What will you do with it?
4. What do they get if they support you?
5. When are you going to use it?
6. Where will you use it?
7. Will you be asking for more in the future?
8. Tell them how to give you money!!!!

After you get ALL the money

1. How will you thank them for giving?
 - a. Send them a thank you Letter
 - b. Post a thank you on social media
 - c. Will their name/Logo be displayed on your website, at your event?

Remember - you are amazing. Your project is amazing. Your work is amazing. You are changing the world. Be brave. You can do it, I promise. We will help you!!!

Questions - Alexis Chase - alexis@captainplanetfdn.org