



It's Not Just About the Money

Two fundraising experts provide a practical, hands-on way to revolutionize your approach to raising money.

BY TERRENCE FERNSLER

Ten Steps to Fundraising Success: Choosing the Right Strategy for Your Organization

By Mal Warwick and Stephen Hitchcock. 111 pages. Softcover. San Francisco: Jossey-Bass.

This workbook (with a CD containing worksheets) outlines 10 steps to a fundraising plan:

Step 1: Assess your organization's fundraising efforts. Are your current strategies appropriate given your resources?

Step 2: Evaluate the fundraising strengths and weaknesses of your board and staff members.

Step 3: Create a team to select the best fundraising strategy.

Step 4: Weigh the costs and benefits of five common fundraising strategies: expanding your donor file at a rapid rate, nurturing significant donor involvement, keeping fundraising costs low, fostering high visibility, and achieving stability. The premise of the book is that fundraising success comes when you focus on just one of these strategies.

Step 5: Pick the fundraising strategy that's right for your organization by matching resources and needs.

Step 6: Set goals that support the fundraising strategy you've chosen.

Step 7: Turn fundraising goals into achievable objectives.

Step 8: Choose the right tactics for your fundraising strategy and goals. Decide which of 10 common fundraising techniques make the most sense for your organization.

Step 9: Develop a master calendar to help you stay on task.

Step 10: Measure your progress. It's important to understand why goals and objectives are met or not, so that you can repeat successes, learn from failures, and take corrective action.

As the authors note, fundraising isn't just about money. It's about securing the resources you need, when you need them, to achieve your mission. Following these 10 steps will set you on the right path. ■

Are your current fundraising strategies appropriate?

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