

Five Steps to Fundraising Success:

- 1. Identification**
- 2. Introduction**
- 3. Cultivation**
- 4. Solicitation**
- 5. Appreciation**

Ladder of communication effectiveness:

- 1. One on one conversation**
- 2. Small group discussion**
- 3. Large group discussion**
- 4. Telephone conversation**
- 5. Personal email**
- 6. Handwritten letter**
- 7. Mass produced letter**
- 8. Website**
- 9. Newsletter**
- 10. Brochure**
- 11. News item**
- 12. Advertisement**
- 13. Handout/flyer**
- 14. Computerized telephone call**

Suggested Reading: Fundraising in Times of Crisis by Kim Klein

www.socialledge.org

Don't Waste a Good Crisis – Fundraising in Tough Times

1. Know where you are financially
2. Strengthen relationships
3. Have a Plan
4. Change your fundraising strategies but stay true to your message
5. Sharpen your message targeting
6. Innovate

www.createthefuture.com

Donors Showing More Willingness to Give

Donors are growing more confident in their ability to give to charity as the economy shows signs of stabilizing, according to a new poll of more than 500 donors. Nearly half of the donors questioned said they would give as much as they did in 2009, compared with the 44 percent who predicted they would give the same amount in a poll conducted two months ago by Campbell Rinker, a Valencia Calif. company that regularly questions donors on their confidence levels. Most of the donors said the economy was the main influence on their giving. Donors to religious charities continued to have the most positive outlook, according to the report. To download a copy of the report, go to: www.campbellrinker.com

www.centreforsustainability.ca

check out their links to on-line resources

www.canadahelps.org

get set up for on-line donations with this non-profit based in Toronto

www.imaginecanada.ca

register to be signed on to their ethical code program