

  
**Region 11 Conference**  
April 10-12, 2026

**TAKE YOUR  
FUNDRAISING PROGRAM  
TO THE NEXT LEVEL**





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**TODAY'S PRESENTERS**





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*PRINCIPAL & MANAGING  
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## AGENDA OVERVIEW

 Welcome and Getting to Know Your Fundraising Desires

 Setting up the Platform for a Good Fundraising Program

 Telling Your Story

 Prioritizing Fundraising Tactics

 Q & A

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## NINE ELEMENTS OF A SUCCESSFUL FUNDRAISING INITIATIVE OR CAMPAIGN



Case



Prospects



Leadership



Plan



Systems



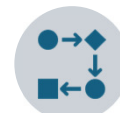
Staffing



Investment



Communications and  
Marketing



Policies and Procedures

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## CASE FOR SUPPORT/ CASE STATEMENT

- Compelling story of why your organization exists
- Why does it deserve support?
- What is urgent about your story?
- Case defines the program, your solution, and how the donor's money will make an impact



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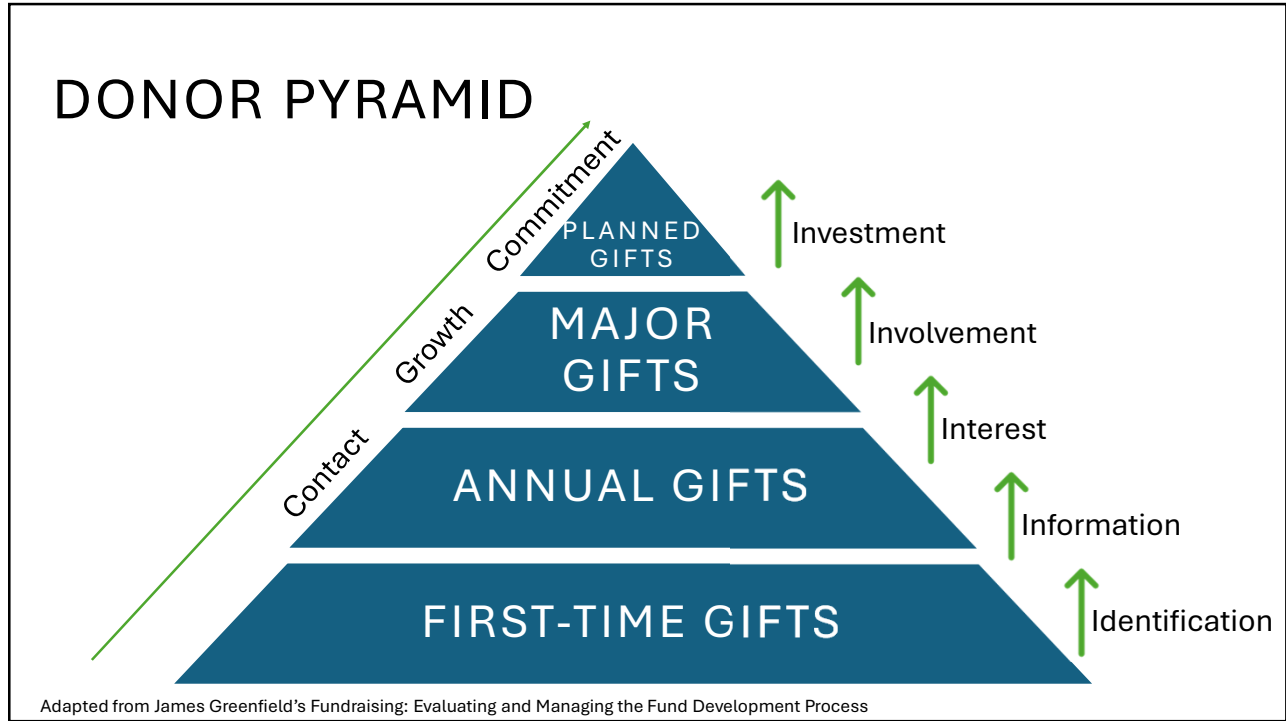
## LEADERSHIP: INTERNAL AND EXTERNAL

**BOARD MEMBERS** who are engaged and willing to steward, cultivate, and solicit gifts by partnering with staff

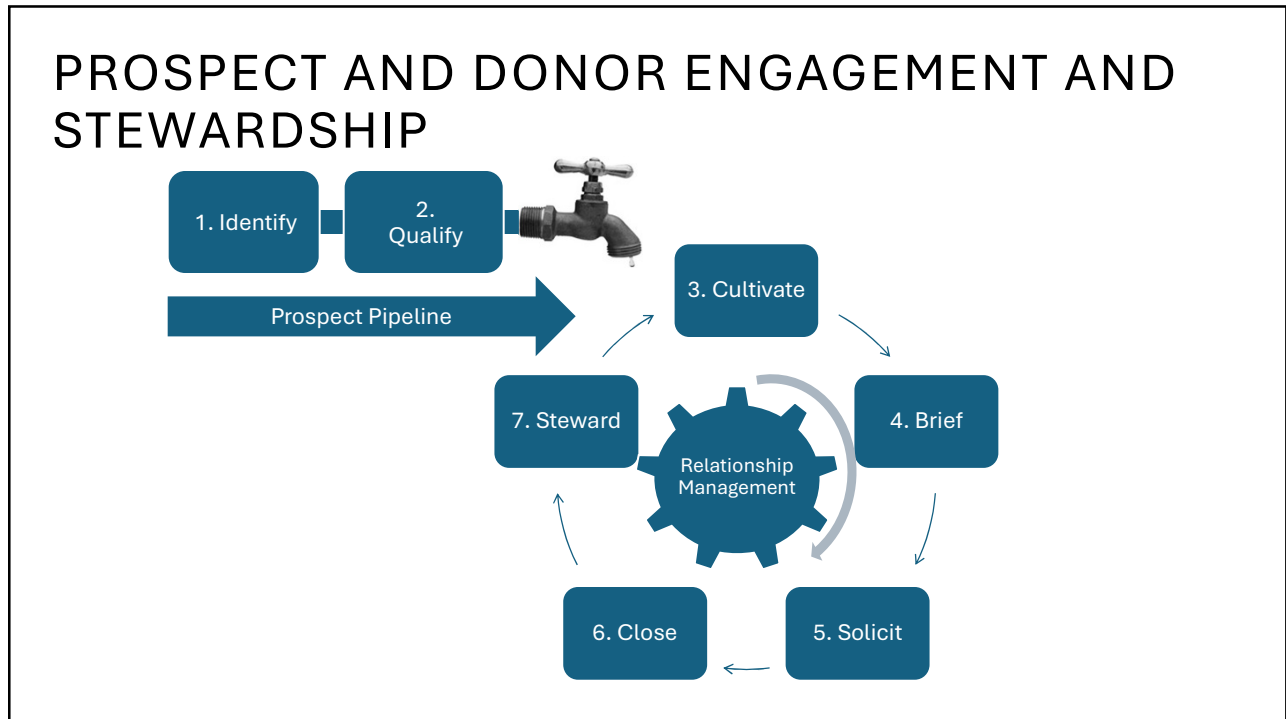
**QUALIFIED STAFF OR DEDICATED VOLUNTEERS** to manage day-to-day relationships, including:

- Next Steps?
- By Whom?
- By What Date?

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## PROSPECTS

Digital	Direct and individual Solicitation	Events and Experiences	Partnerships & Corporate Funding	Other Tactics
<ul style="list-style-type: none"> <li>• Crowdfunding</li> <li>• Social Media</li> <li>• Email Marketing</li> <li>• Mobile Giving</li> </ul>	<ul style="list-style-type: none"> <li>• Major Gifts</li> <li>• Recurring Giving Programs</li> <li>• Direct Mail Campaigns</li> <li>• Planned Giving</li> </ul>	<ul style="list-style-type: none"> <li>• Virtual/Hybrid Events</li> <li>• Silent Auctions/ Raffles</li> <li>• Community Outreach Events</li> </ul>	<ul style="list-style-type: none"> <li>• Matching Gifts</li> <li>• Sponsorships</li> <li>• Cause-Related Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Grant Writing</li> <li>• Peer-to-Peer Fundraising</li> <li>• In-Kind Contributions</li> </ul>

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## Fundamentals of Fundraising Tactics

<p><b>1</b></p> <p><b>Lead with Impact</b></p> <p>Clearly explain what the donation will achieve</p>	<p><b>2</b></p> <p><b>Segment Your Audience</b></p> <p>Tailor messaging to specific donor groups</p>	<p><b>3</b></p> <p><b>Keep it Simple</b></p> <p>Use easy online payment options (Apple Pay, PayPal)</p>	<p><b>4</b></p> <p><b>Urgency &amp; Deadlines</b></p> <p>Set clear, time-sensitive goals</p>	<p><b>5</b></p> <p><b>Stewardship</b></p> <p>Thank donors promptly and show the impact of their gift</p>
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## SMART Goal Example

"Raise \$10,000 in gross donations to fund 50 equine therapy sessions (\$200 per session) by December 31, 2026, by acquiring 30 new donors through social media storytelling and email campaigns, using a total budget of \$1,000 for ad spend and platform fees."

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# THANK YOU!

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