

Agency Mission/Vision/Values

What we do/what we hope we can achieve/what we believe.

Agency budget information

“25% of our budget annually comes from donors like you.”

Long and short-term needs

“We need to raise \$50,000 this year and right now we need coats in child sizes for the winter.”

Donation options

Cash, in-kind, and bequests. If someone says they don't have cash now, have thoughts about other ways they can help the agency or join you in fundraising?

Expected outcomes

“\$100 pays for one hour of therapy for a trauma victim.”

Access to services

Someone needs access to the services of the agency. Where do they start?

Other strategies

Reframe the ask. Instead of talking about money, talk about impact. Don't say we need to raise \$10,000. Say "We need to help 50 more children learn to read."

Talk about how community support increase agency esteem and staff morale. "Each \$25 check we get shows our staff that the community has their back."

