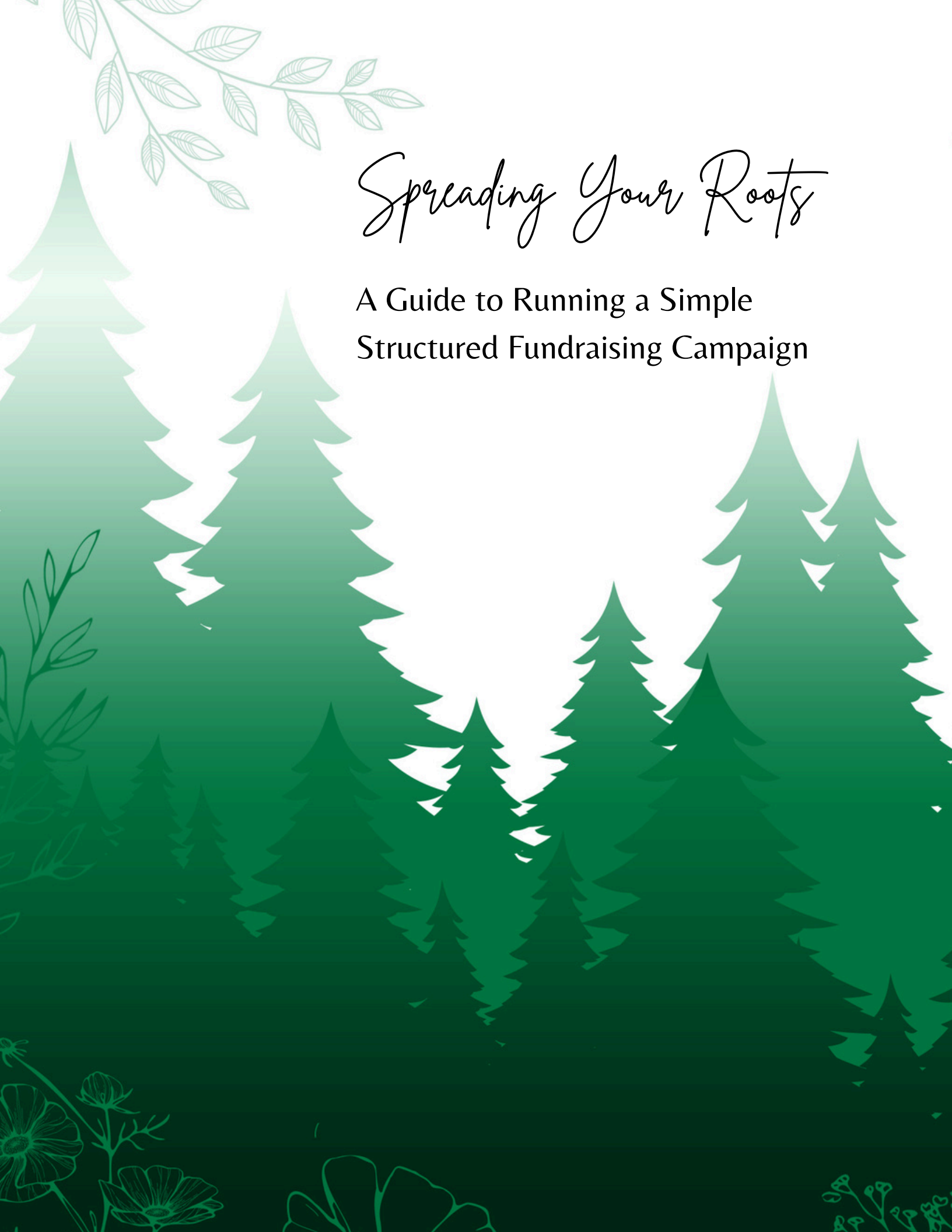


The background of the page is a lush green forest scene. It features several stylized evergreen trees of varying heights and shades of green, creating a sense of depth. In the upper left corner, there are delicate line drawings of leaves and branches. At the bottom, there are more detailed illustrations of flowers and foliage, including what looks like a daisy and some small berries. The overall aesthetic is clean, modern, and nature-inspired.

# *Spreading Your Roots*

A Guide to Running a Simple  
Structured Fundraising Campaign

## Grow Your Base

Begin your asking list with Board Members, former Board Members, and your top and most loyal donors. Once you have identified these prospective donors within your donor database, it's important to consider other audiences that are connected to your organization that may be interested in your mission. For example, this could include volunteers, former clients or patrons, and key partners. These audiences may either be lead or major donors or connectors to other potential lead and major donors.

The key element is that the audience is already connected to the organization through the Board, staff, or volunteer leadership. Consider the categories below as you are brainstorming these audiences. See the first row as an example.

| Category                     | Connected Audience     | Connection and Next Step                                                          |
|------------------------------|------------------------|-----------------------------------------------------------------------------------|
| eg. Seasonal residents       | eg. Second home owners | eg. Board member who is a realtor. Create engagement opportunities through tours. |
| Board member networks        |                        |                                                                                   |
| Current volunteers           |                        |                                                                                   |
| Former volunteers            |                        |                                                                                   |
| Current volunteers' networks |                        |                                                                                   |
| Former clients/patrons       |                        |                                                                                   |

| Category                                  | Connected Audience | Connection and Next Step |
|-------------------------------------------|--------------------|--------------------------|
| Partner leadership/staff                  |                    |                          |
| Partner volunteers                        |                    |                          |
| Community giving circles                  |                    |                          |
| Community foundation(s)                   |                    |                          |
| Local family foundation(s)<br>trustees    |                    |                          |
| Community service clubs                   |                    |                          |
| Affiliated mission-area<br>associations   |                    |                          |
| Donor lists from similar<br>organizations |                    |                          |
|                                           |                    |                          |

## Prioritizing Engagement with These Audiences

With limited capacity, it's important to prioritize how you will grow your donor base. Pick the audiences that you have ready connections with, those that believe in your cause, and those that have the ability to give to your campaign.

| Audience | Next Step | Timeframe |
|----------|-----------|-----------|
| 1.       |           |           |
| 2.       |           |           |
| 3.       |           |           |

## Create Your Goal and Your Asking Method

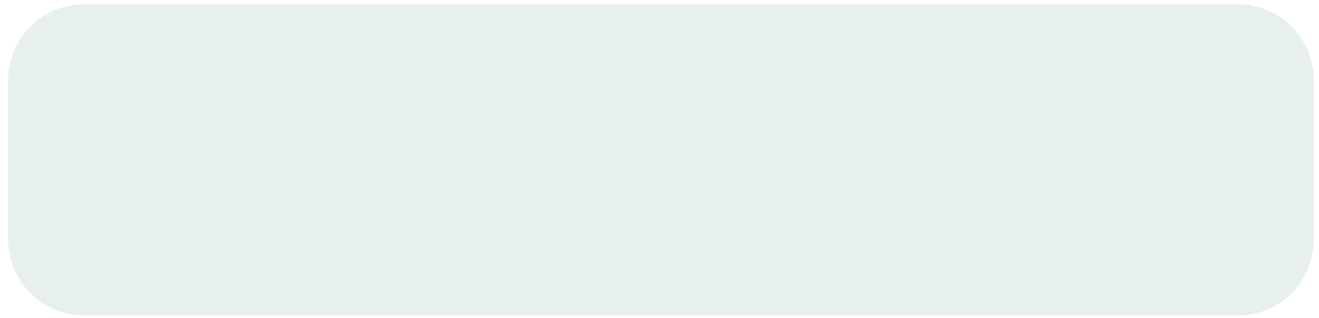
Determine how much you raised in the past during the same time period and increase it by 3%, at the most. Then, using the gift range chart below, determine if your current and prospective donor base will support your goal.

| Amounts To Raise:           | # Needed     | Who to Ask (list twice as many donors as the number needed) | How to Cultivate, Share the Vision, and Then Ask |
|-----------------------------|--------------|-------------------------------------------------------------|--------------------------------------------------|
| 10% of goal<br>eg. \$50,000 | 2            |                                                             | eg. One-on-one Meetings & Video/Phone Calls      |
| 20% of goal                 | 4            |                                                             |                                                  |
| 25% of goal                 | 6            |                                                             |                                                  |
| 20% of goal                 | 10           |                                                             | eg. Small group gatherings                       |
| 15% of goal                 | 15           |                                                             |                                                  |
| 10% of goal                 | many         |                                                             | eg. Appeal letters, emails, and social media     |
| Total Amount                | Total Number |                                                             |                                                  |

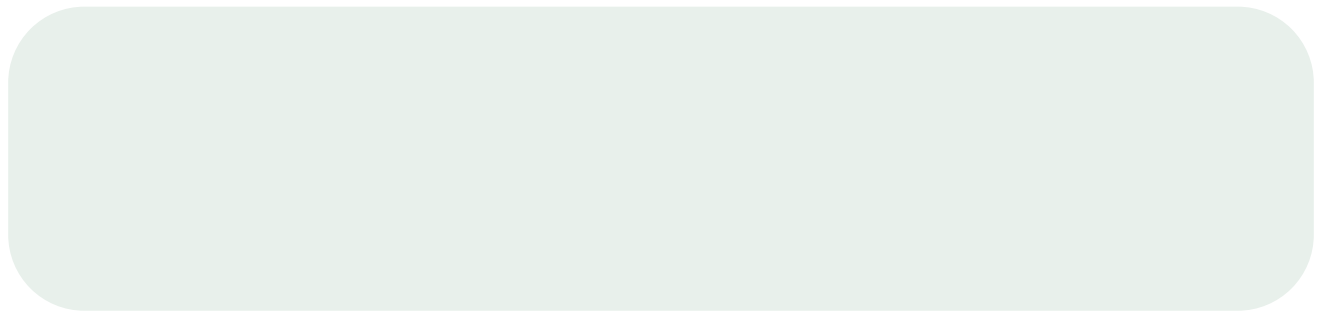
## Develop Your Messaging

Create a framework for a compelling case for supporting your campaign by answering the following questions. Neuroscience and research have proven that humans desire belonging and community. The use of “you” and “your” - without making the donor a hero - invites them to join together with your mission. Once you answer the following questions, you can use generative AI tools to create content and consistency across appeal letters, emails, social media posts, and talking points.

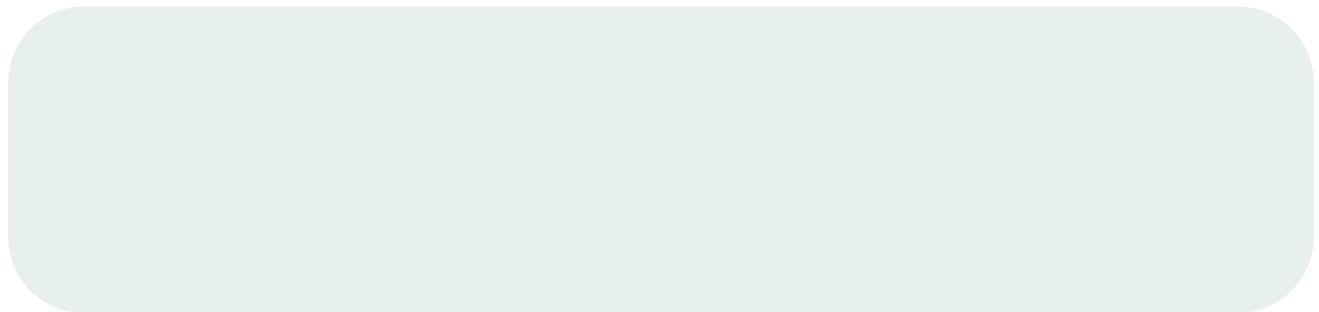
*What is the challenge your nonprofit is trying to solve with this campaign?*



*What concrete one-oriented story can you tell to illustrate the challenge? Paint a picture of the “before” and “after” for the beneficiary. Avoid organization-centric stories.*

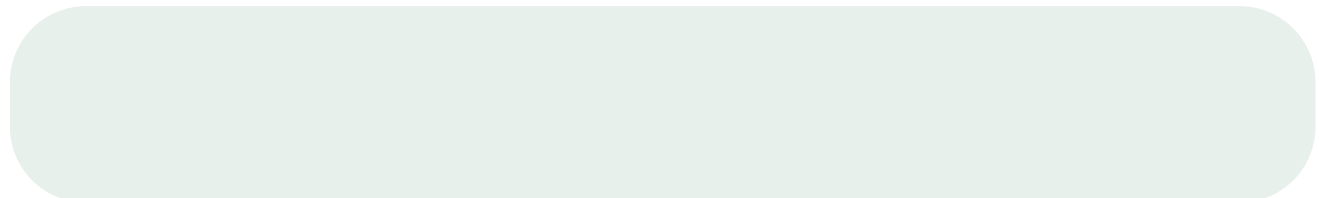


*How does your nonprofit help solve this challenge with the help of donors and other partners?*



*State the “call to action” for giving.*

*Don’t ask for operational or overhead funds. Frame the ask for how the donors make an impact.*



## Say Thank You and Share the Impact

As you complete this worksheet, plan for a successful end of the campaign and re-engagement of donors. When we steward well through saying thank you and sharing the impact of the donations, it is more likely that these donors will continue to give from a sense of belonging and they will invite others to belong as well.

| Timeframe           | Stewardship Activity   | Who Completes? |
|---------------------|------------------------|----------------|
| eg. Immediately     | eg. Tax receipt        |                |
| eg. Within a week   | eg. Thank you note     |                |
| eg. After 3 months  | eg. Impact photo email |                |
| eg. After 6 months  | eg. Impact note        |                |
| eg. Before next ask | eg. Thank-a-thon       |                |
|                     |                        |                |

## Grow Your Generosity Mindset

Explore the beautiful space where generosity occurs.

Kick off your week with a 5-minute reflection on generosity to ground yourself in the right mindset for capital campaigns. Each reflection includes a question to ponder throughout the week to aid your work.

Subscribe to Reflections on Generosity in your favorite podcast app.

