

The 4 P's of Fundraising Success

Unlock the Secrets to Effective Fundraising

01 PURPOSE

- **Definition:** Why your organization exists and the impact it aims to create.
- **Vision and Mission Statements:** Guide your fundraising efforts.
- **The Why:** Your personal Why and the Why of the organization.

- **Key Stakeholders:** Donors, volunteers, staff, and board members.
- **Building Relationships:** Engaging and maintaining relationships with donors.
- **Donor Segmentation:** Identifying and targeting different donor groups.

02 PEOPLE

- **Fundraising Strategies:** Types of fundraising (events, campaigns, grants, etc.).
- **Planning and Execution:** Steps to develop and implement a successful fundraising plan.
- **Tools and Technology:** Utilizing CRM systems, social media, and other tools.

03 PROCESS

- **Measuring Success:** Key performance indicators (KPIs) for fundraising.
- **Continuous Improvement:** Analyzing results and making data-driven decisions.
- **Reporting and Accountability:** Importance of transparency and reporting to stakeholders.

04 PERFORMANCE