



Doubling Your Fundraising Staff Through Story Telling

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Context of our time together: Focus on individuals for contributions (handout)
Everyone is a possible contributor and fundraiser for
your organization!
Ed Foreman story

Doubling your staff through your board:
Board meetings
Fundraising committees and recognition
Events hosted by board

Your staff as contributors and fundraisers:
Staff meetings
United Way Campaigns – United Way staff can help
Education and communications (handout)
Your CEO as a fundraiser

Your constituency counts:
Provide education, training and support
Invite them to contribute
They can be philanthropists to your cause – Jason Burns

Every publication is a story:
How post-its, cards, annual report, brochures,
Johnny Boards, and billboards make your case.
Always put your constituency front and center,
not your staff.

Bring contributors to the source of passion – your constituency:
Lunches at client restaurants
Speaking at your events
Tours
Mentorship programs
Client gifts