

Show Me the Money!

Presented By:

Brittany Johnston, Anja Zeljkovic, and Harry Wong





Agenda

1. Why Fundraising Matters for Your Team
2. The Five Stages of Fundraising
3. How to Identify & Research Potential Donors
4. How to Make a Compelling Ask
5. Stewardship: Keeping Supporters Engaged
6. Question & Answer



In the chat, type one thing your team spent money on this year...



The Donor Cultivation Cycle

A five-step process to find, engage, and retain new donors.



Build your prospect list

Goals



Capacity

Alignment

Connection



Where to look...

Prospecting Activity (10 Minutes)

1. Go to the Enactus Canada website
2. Review the list of current partners and supporters
3. Choose one organization that aligns with your work
4. Look for a local connection
5. Identify one possible way your team could approach them for support



DOS



DON'TS





DOS



DON'TS

Stewardship & Relationship Building

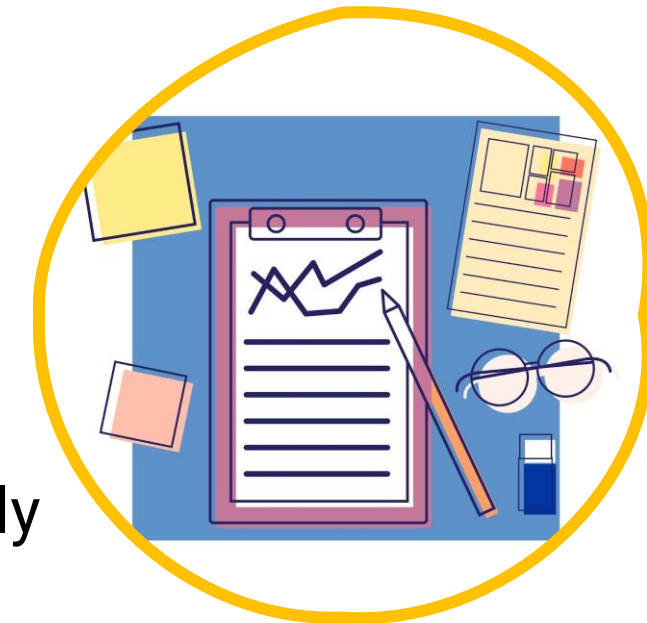
1. Communicate the impact of your projects and business ventures

2. Recognize

3. Involve



Regular updates through email or message
(if they are comfortable)



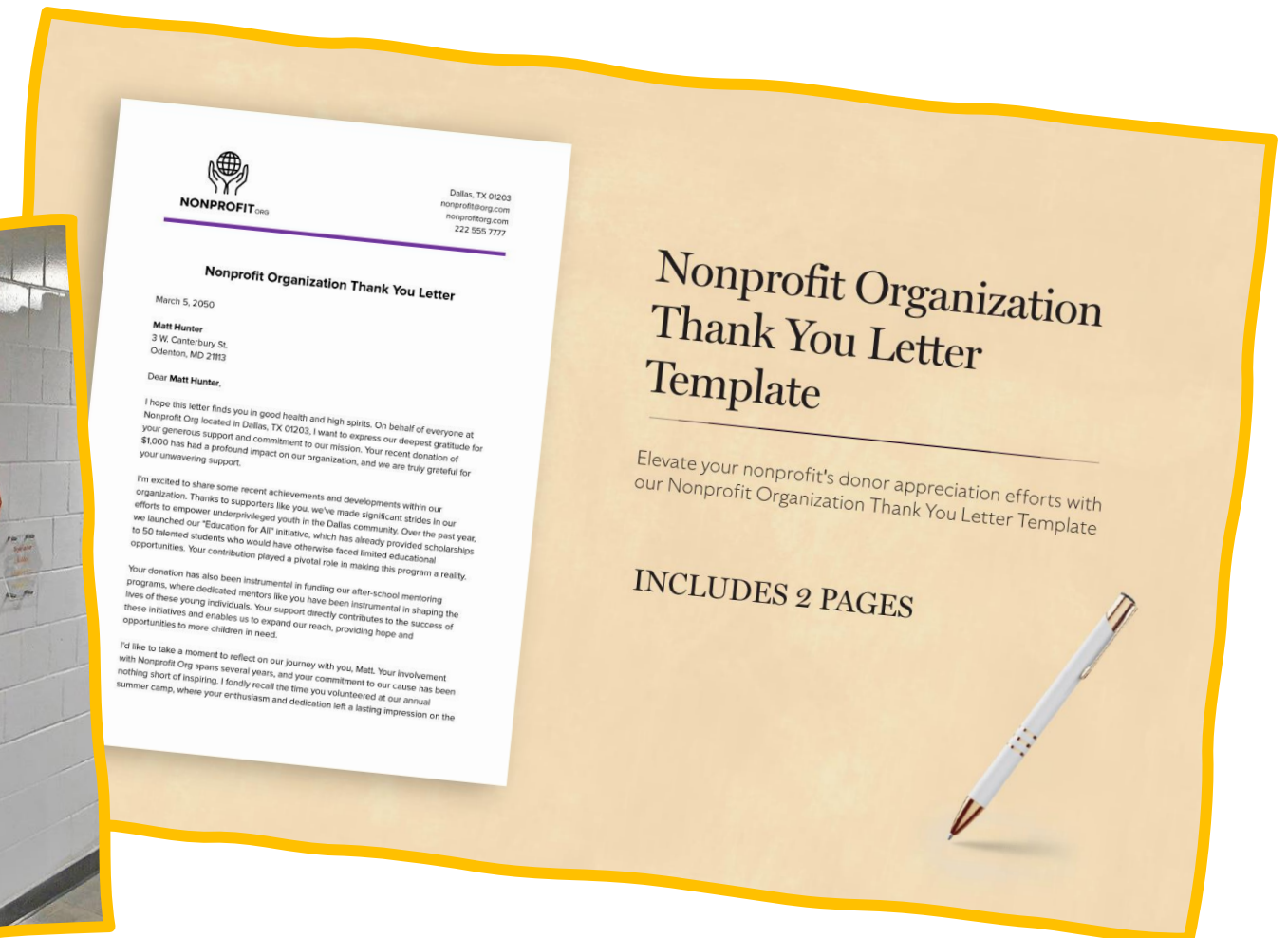
Send impact reports annually

Stewardship & Relationship Building

1. Communicate

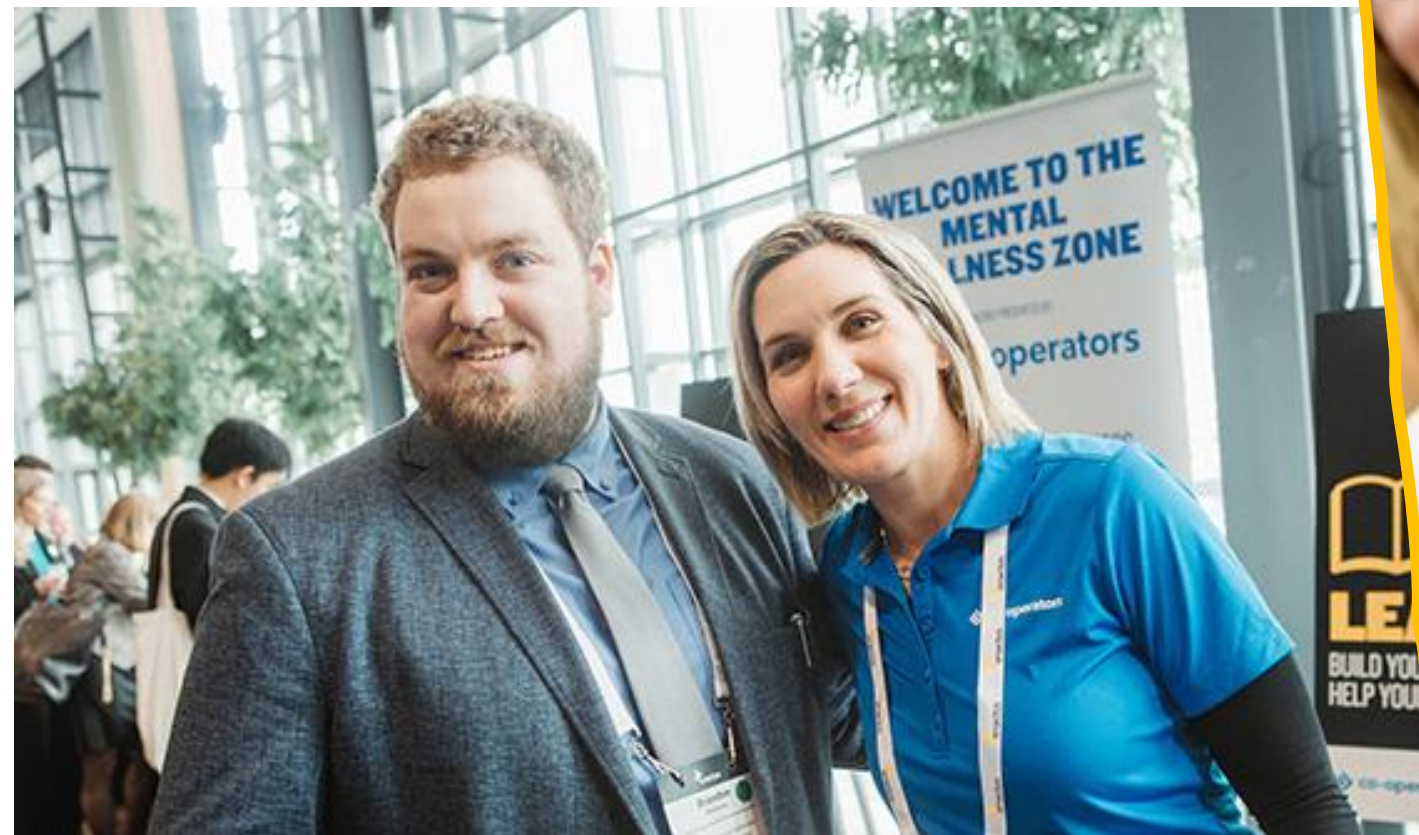
2. Recognize donors privately, publicly, and promptly

3. Involve



Stewardship & Relationship Building

1. Communicate
2. Recognize
3. Involve donors and make them your advocates



Thank you!

Questions?

