

Fundraising 101

It All Starts With the Organization Mission Statement

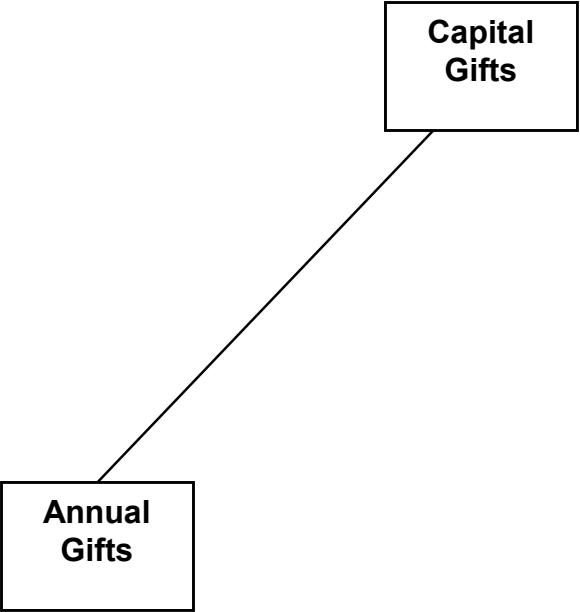
- The mission statement explains clearly and succinctly the basic values of your organization.
- It is a written proclamation of who you are, what you are about and what you ultimately hope to achieve.
- If the aspirations described in the mission statement are achieved, theoretically, the organization will cease to exist.

**Development Department
Program Organization**

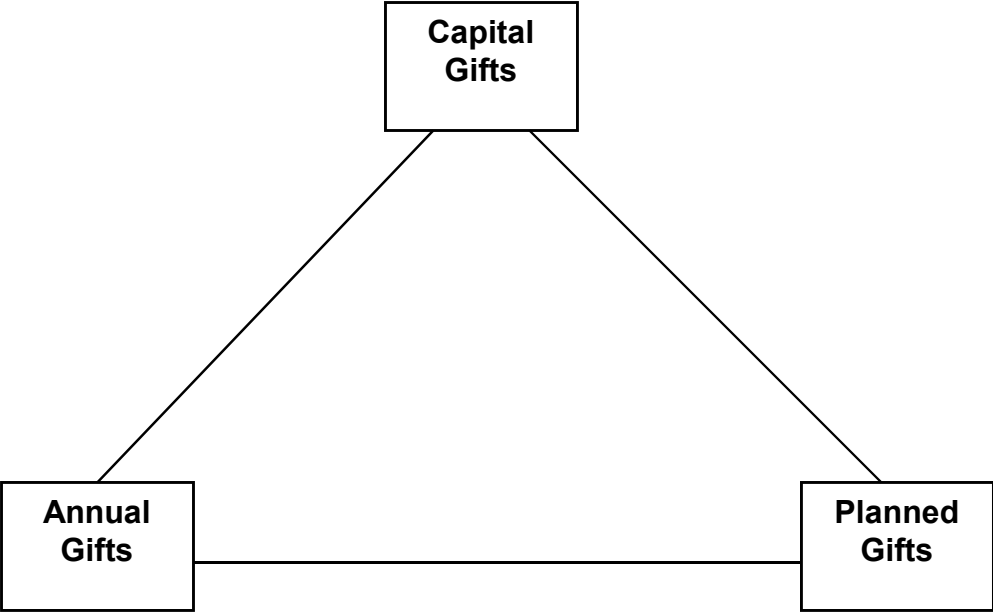
**Development Department
Program Organization**

**Annual
Gifts**

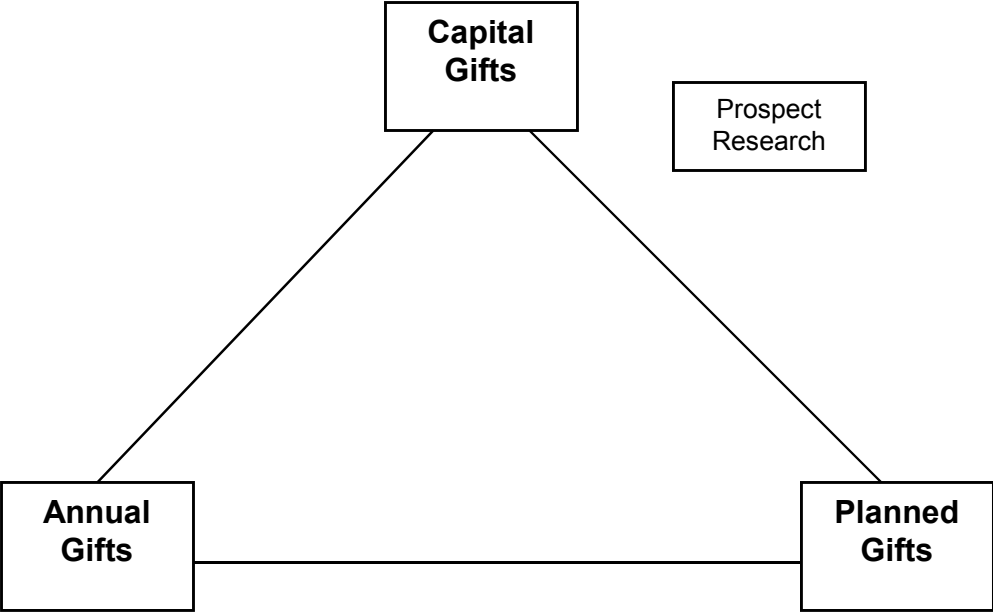
**Development Department
Program Organization**



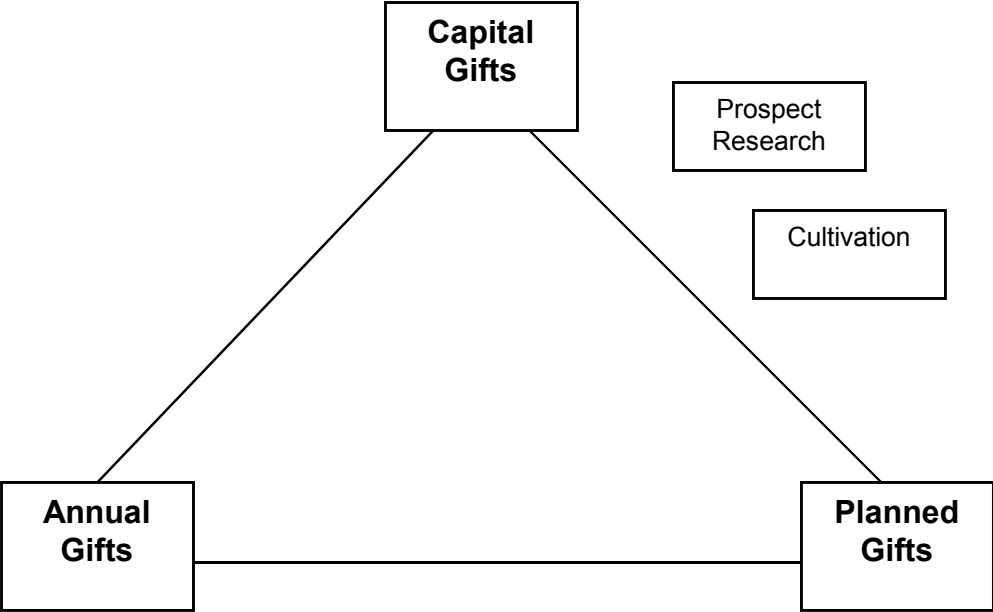
**Development Department
Program Organization**



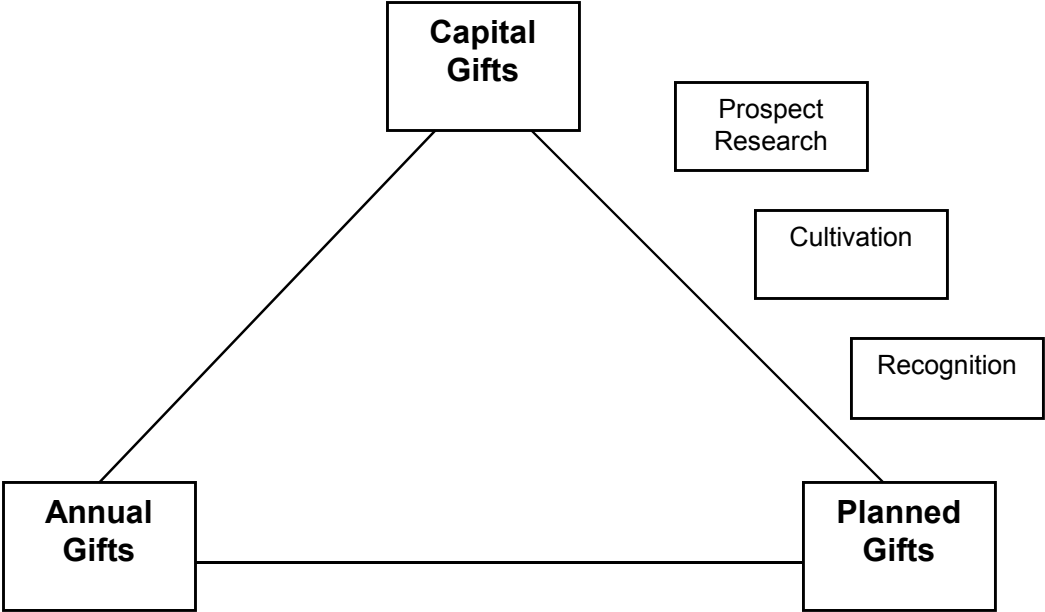
**Development Department
Program Organization**



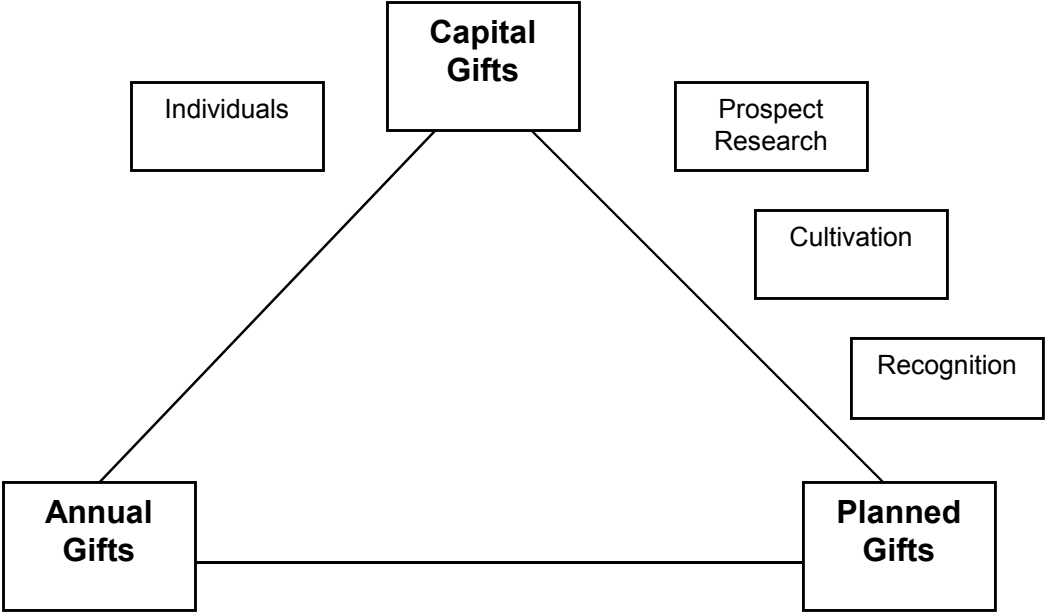
**Development Department
Program Organization**



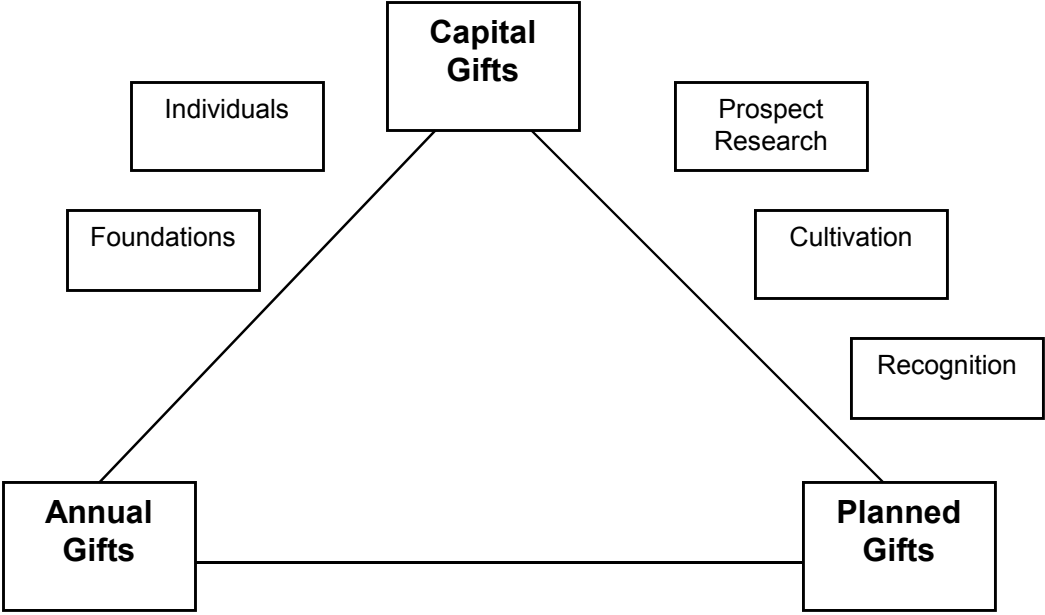
**Development Department
Program Organization**



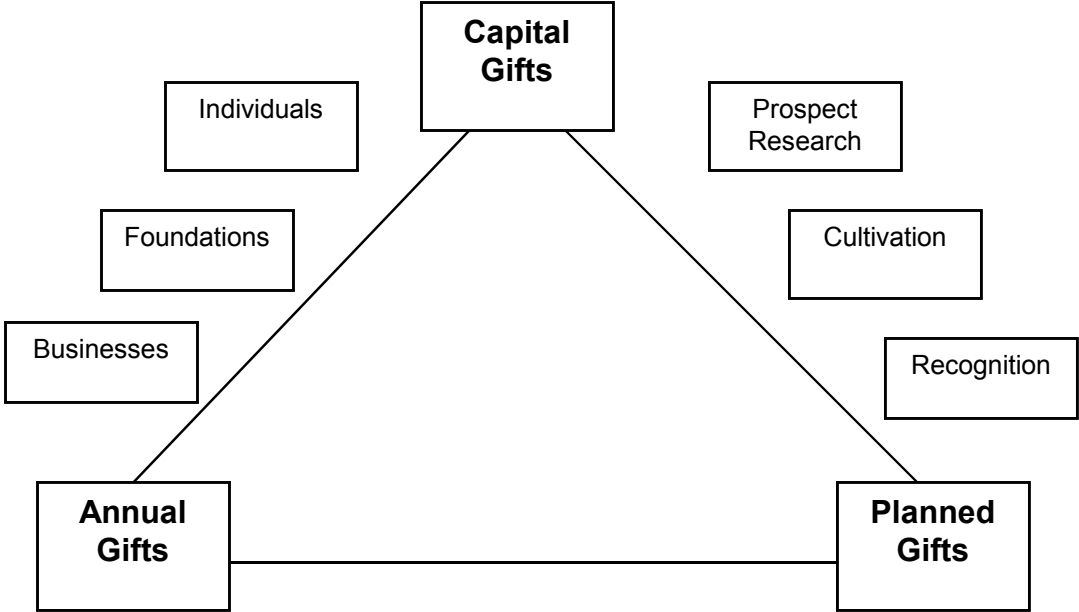
**Development Department
Program Organization**



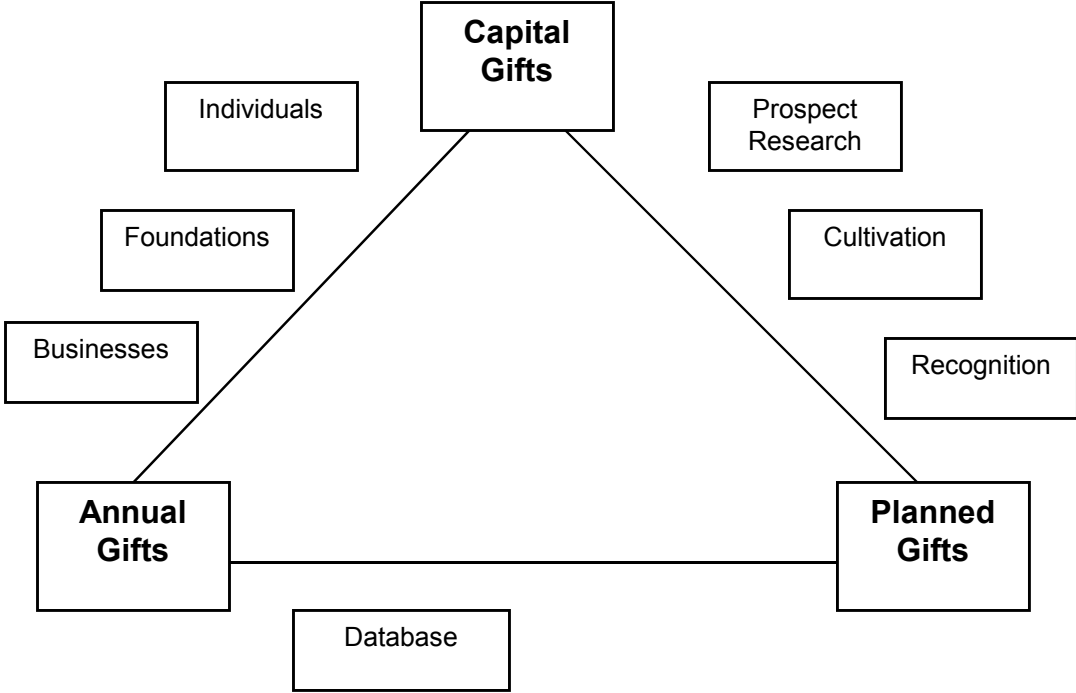
**Development Department
Program Organization**



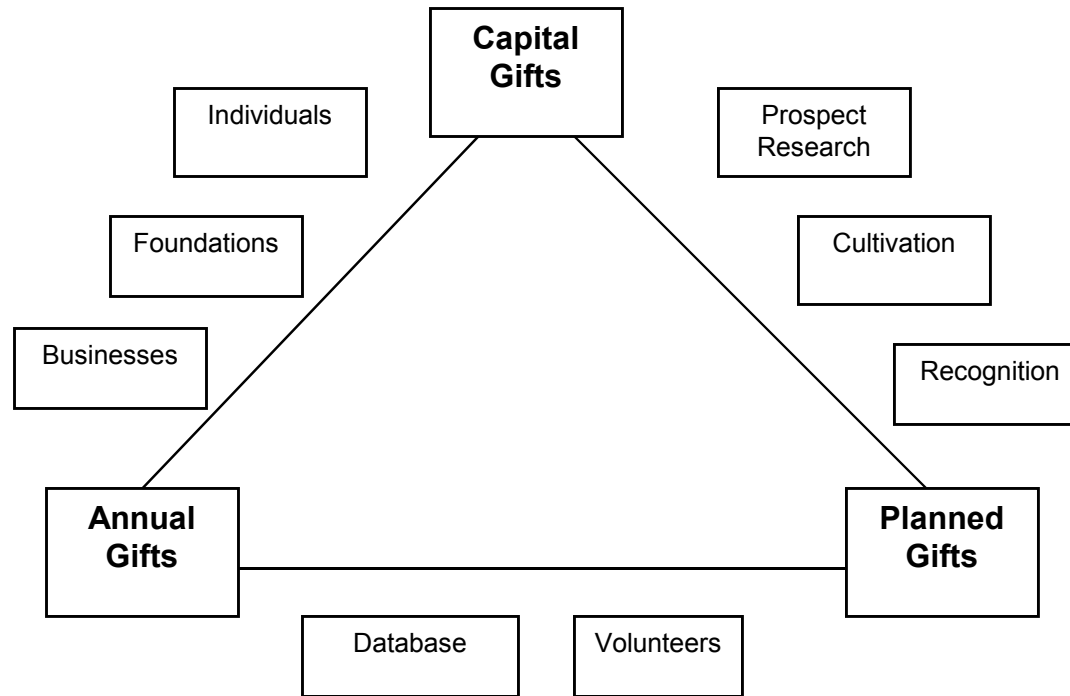
**Development Department
Program Organization**



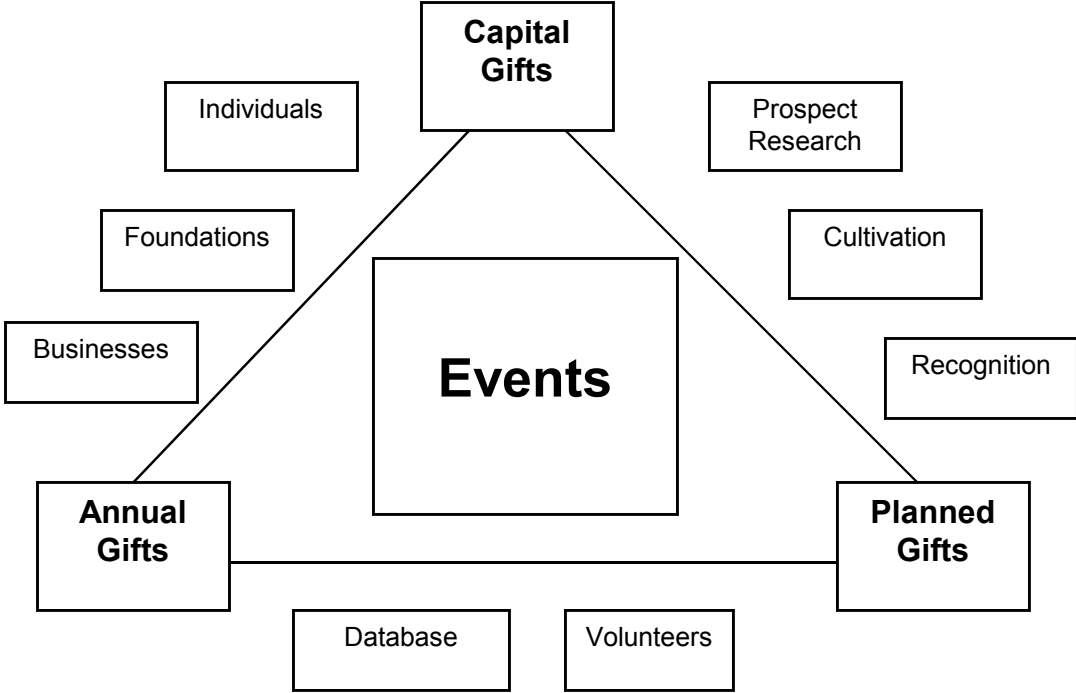
**Development Department
Program Organization**



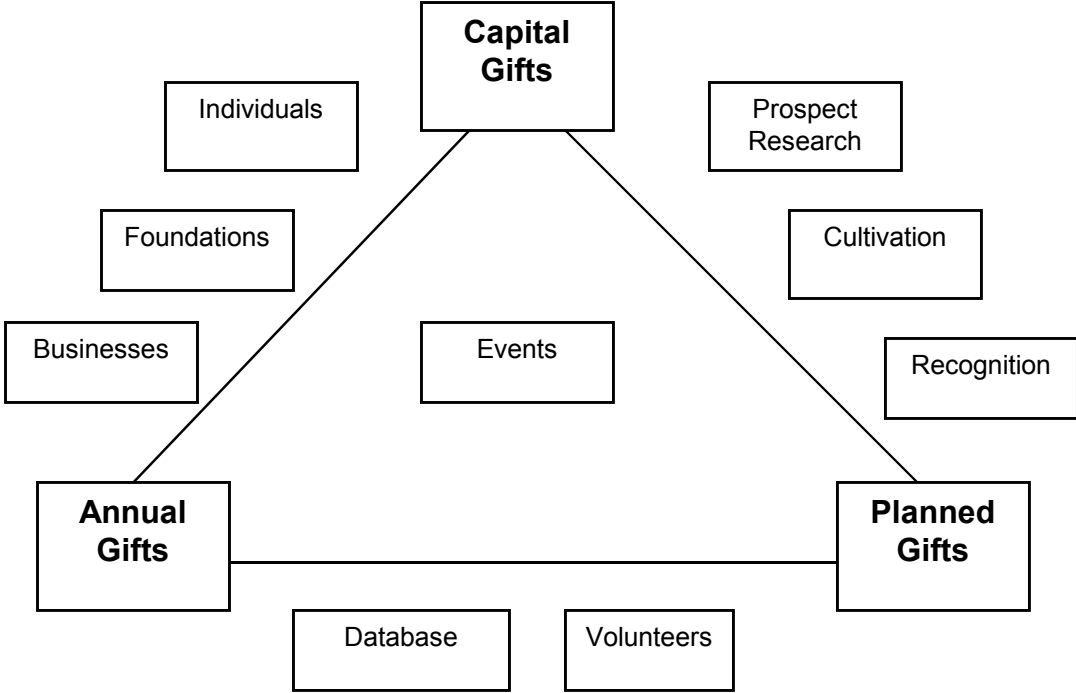
Development Department Program Organization



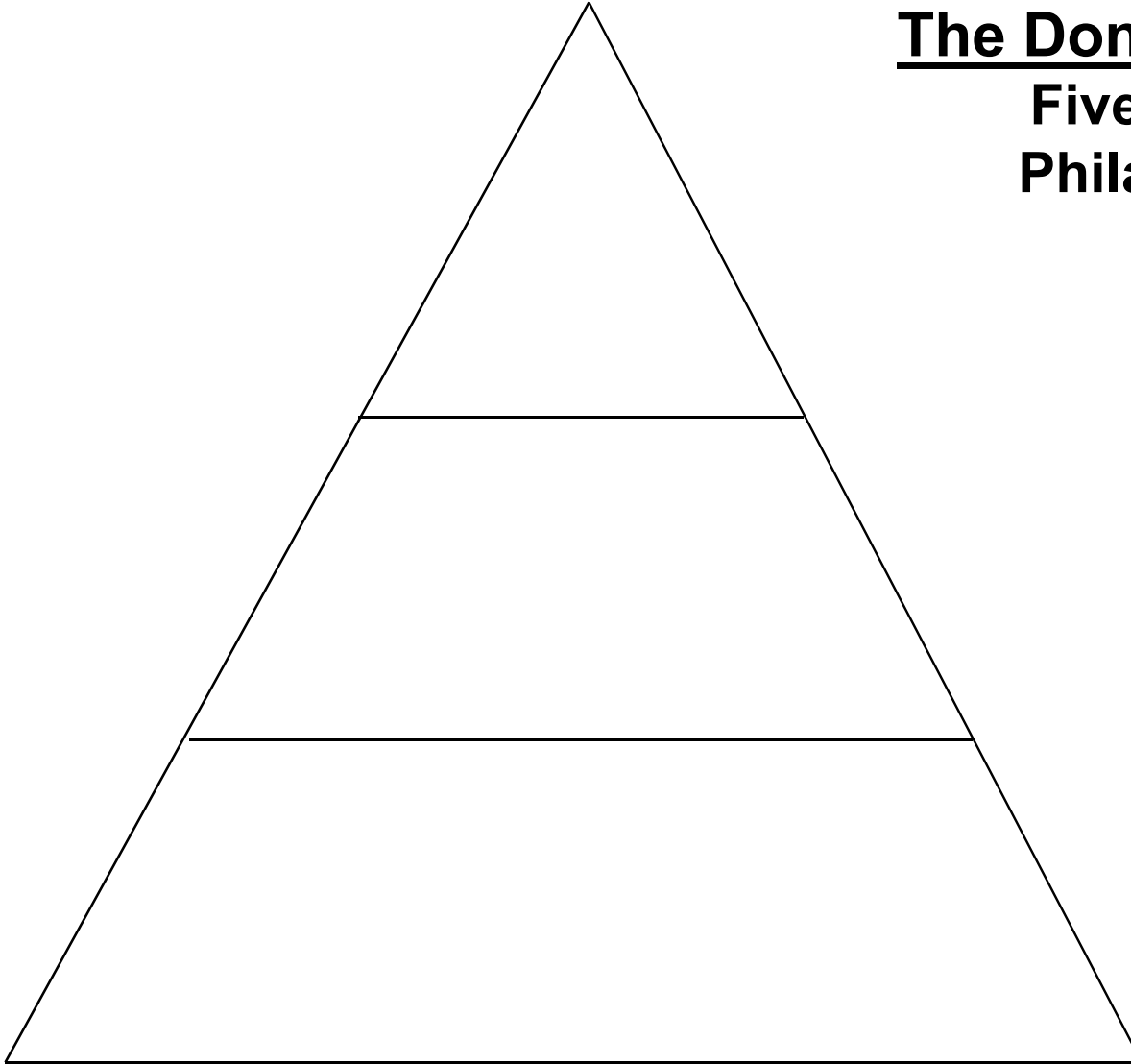
**Development Department
Program Organization**



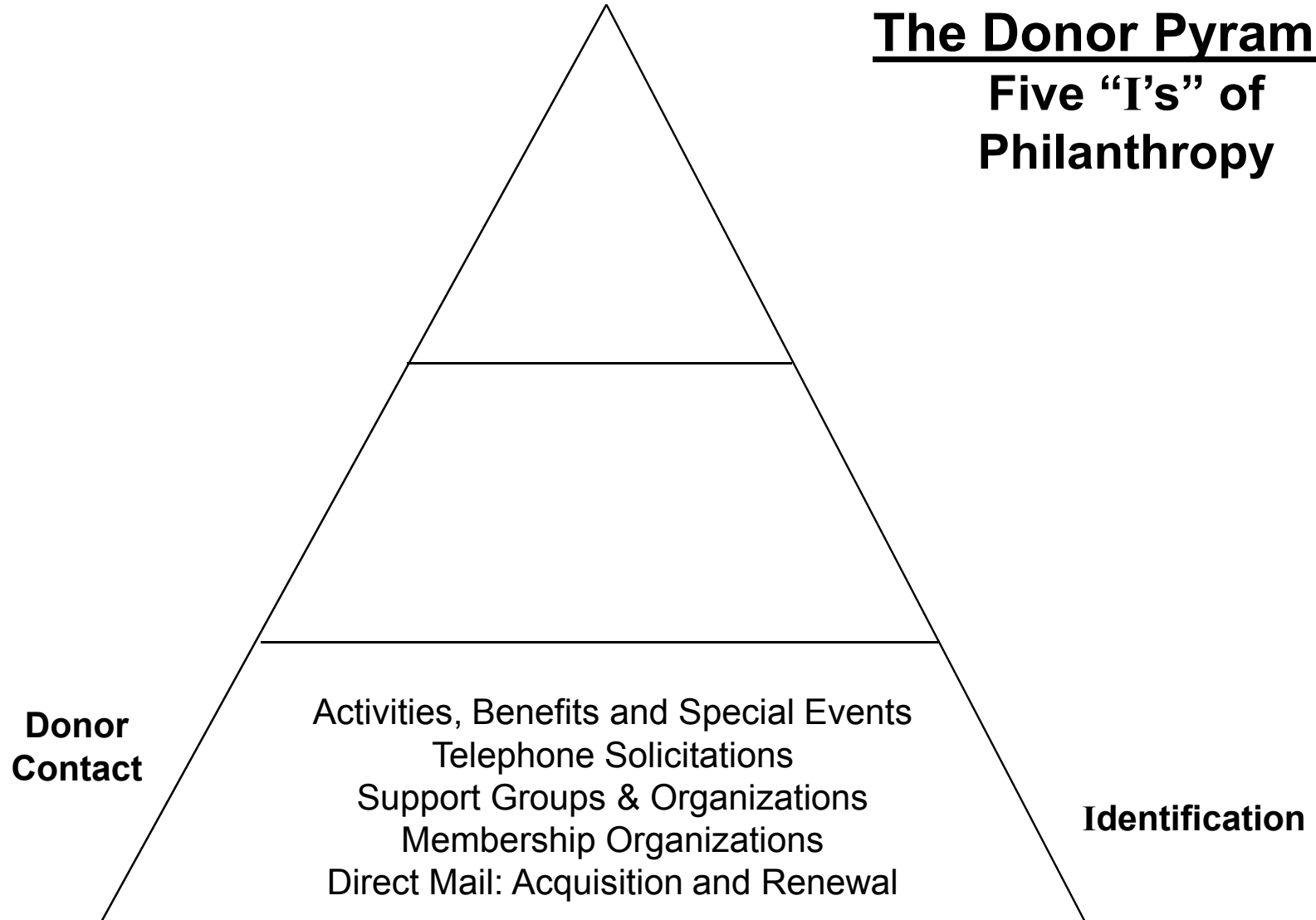
**Development Department
Program Organization**



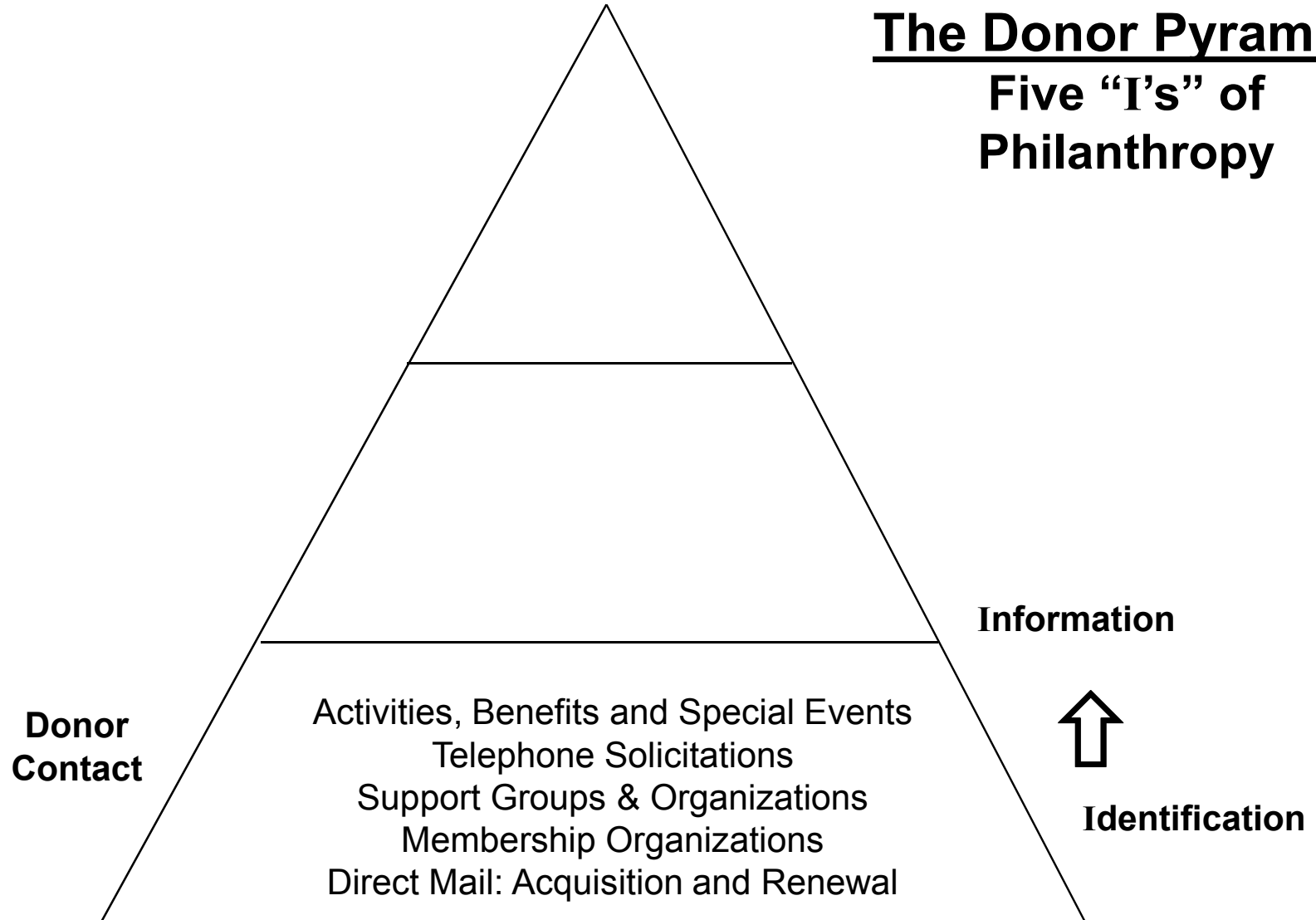
The Donor Pyramid:
Five “I’s” of
Philanthropy



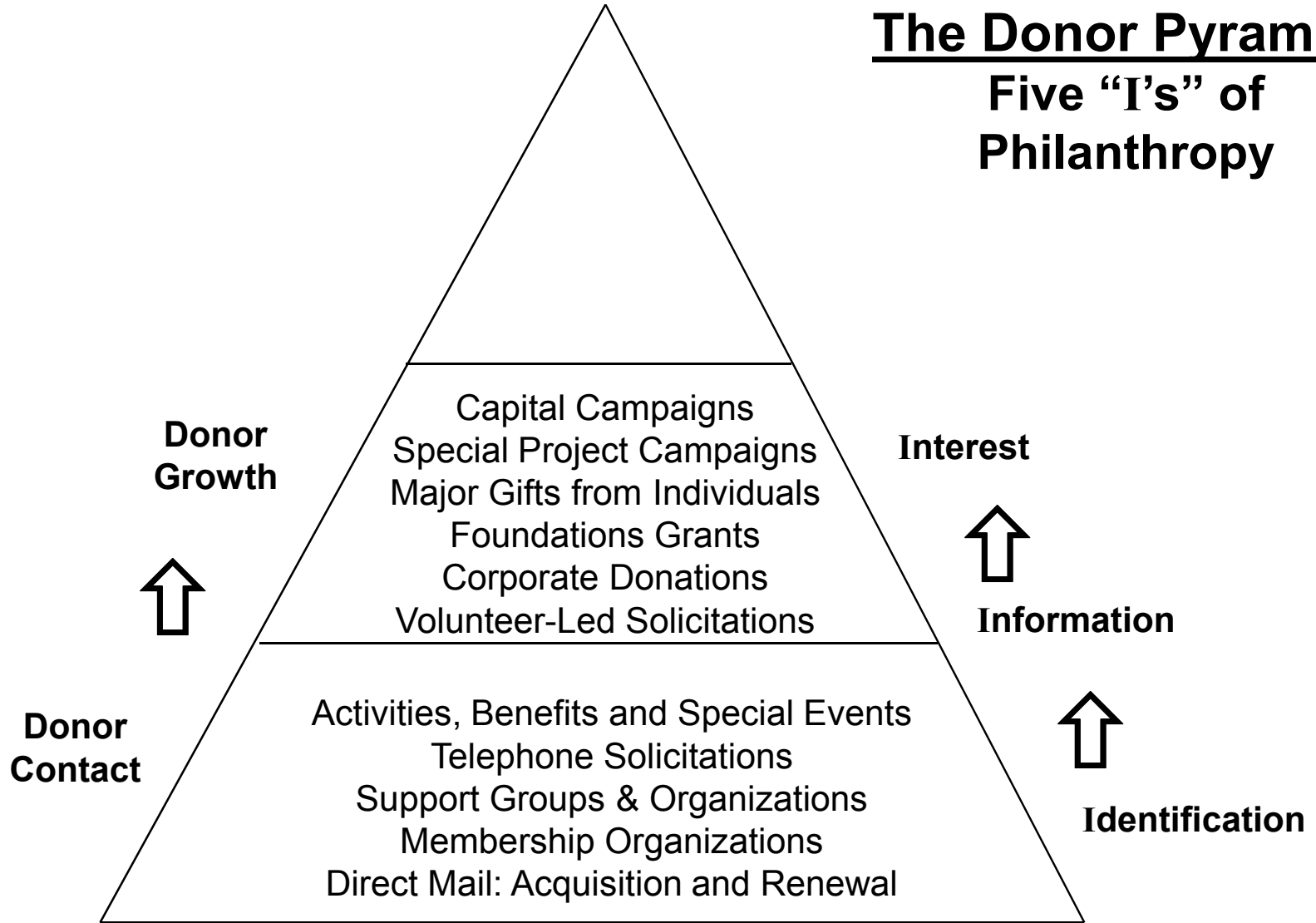
The Donor Pyramid:
Five “I’s” of
Philanthropy



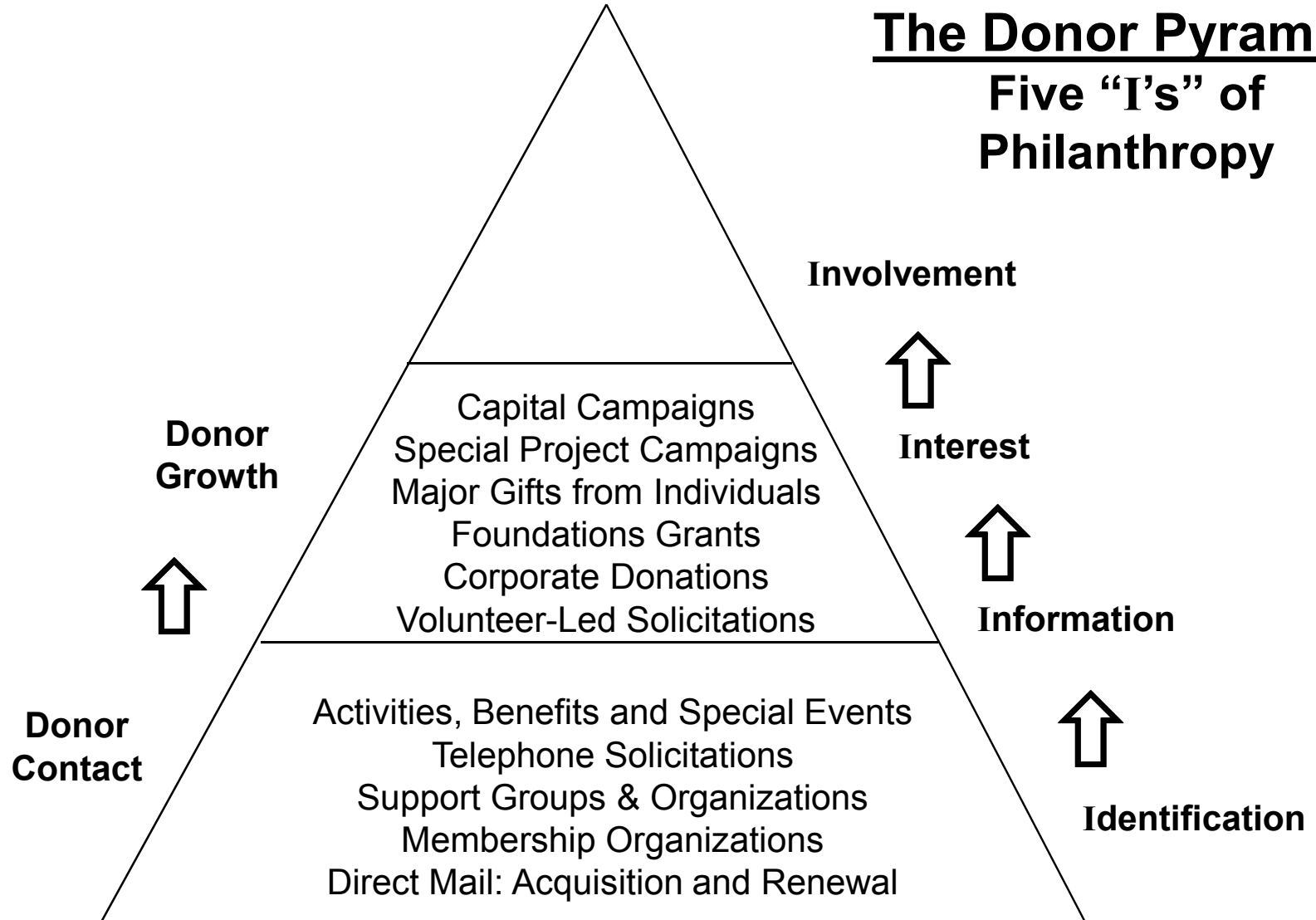
The Donor Pyramid:
Five “I’s” of
Philanthropy



The Donor Pyramid:
Five “I’s” of
Philanthropy



The Donor Pyramid: Five "I's" of Philanthropy



The Donor Pyramid:

Five "I's" of Philanthropy

