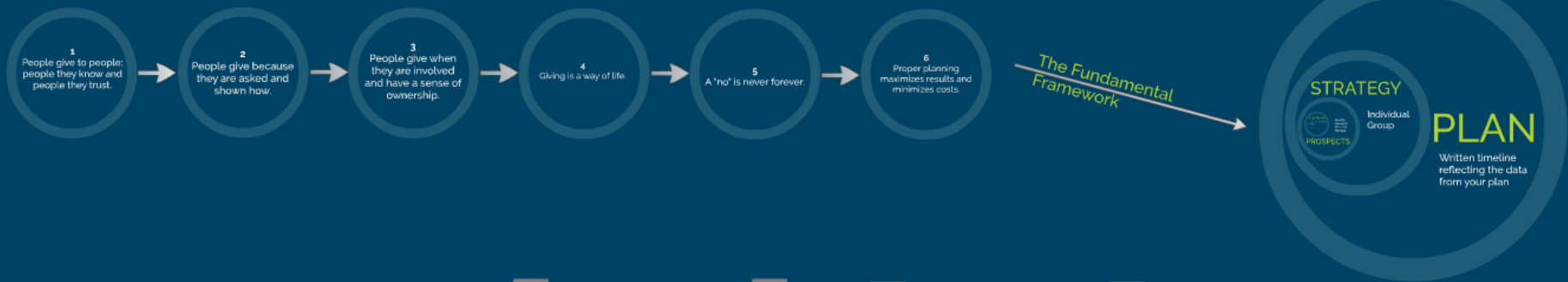




CityGate Resource Development Webinar

June 12, 2019

Six KEY PRINCIPLES (not tactics) of Fundraising



The FOCUS Group is pleased to currently work with members of AGRM including: **URM, The Bowery Mission, and Bridgeport Rescue Mission.**

"The FOCUS Group moved me from a concept of fundraising as a business transaction into a relational process that's actually life giving"
David Jones
President and CEO, The Bowery Mission


For more information on Taking Donors Seriously® or other training options offered by The FOCUS Group contact:
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the
FOCUSgroup
taking donors seriously®

CityGate Resource Development Webinar

June 12, 2019



Six KEY
PRINCIPLES
(not tactics)
of Fundraising

1

People give to people;
people they know and
people they trust.





2

People give because
they are asked and
shown how.



3

People give when
they are involved
and have a sense of
ownership.



4

Giving is a way of life.



5

A "no" is never forever.



6

Proper planning
maximizes results and
minimizes costs.

The Fundamental Framework



CASE

Presentation tool of
your vision, born from
a strategic plan

S

LEADERSHIP

CASE

Presentation tool of
your vision, born from
a strategic plan

Staff and Volunteer

LEADERSHIP

CASE

Presentation tool of
your vision, born from
a strategic plan

Staff and Volunteer

Identify
Research
Prioritize
Manage

PROSPECTS

I
C

STRATEGY

LEADERSHIP
CASE
Staff and Volunteer
Presentation tool of
your vision, how to
achieve it

Identify
Research
Prioritize
Manage

PROSPECTS

Individual
Group

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STRATEGY

Individual
Group

LEADERSHIP

Identify
Research
Prioritize
Manage

PROSPECTS

PLAN

Written timeline
reflecting the data
from your plan

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