

Organizing Your Fundraising Team

Now that you understand the importance of raising funds, you start by recruiting a team. CharityNet can help you with a variety of fundraising ideas and tips to help you get started. [Learn more](#) about recruiting and motivating a fundraising team.

Once your team is established, the next step is to review ideas to decide which works best for your organization. You may want to start with simple fundraising ideas first, to get your team some experience, and then move on to more complex, but higher-producing events. CharityNet also provides a variety of fundraising solutions, such as annual fundraising plan development, online fundraising tools, corporate sponsorship campaign development, and the 10×10 program.

Strategies for Success

Here's some suggestions to get you started.

- Recognize that strategy is as important here as in the business world....okay, as important as in sports. Planning is critical to successful nonprofit management. Make a plan today, and get to work!
- Make sure your Board knows that they can't just sit back and vote on a few things once a year. Directors should pull their weight in the fundraising efforts, and they should make a donation themselves.
- Commit some resources to fundraising activities. You have to spend money to make money!
- Get help. A 3 member Board with no paid staff can't do it all. Search for volunteers, expand your Board, ask favors of your family.
- Diversify. Don't count on funding your organization solely with one multi-million dollar grant. It's not going to happen. You should be receiving revenue from a variety of sources- individual donors, corporate sponsors, grants, fundraising products, special events, maybe even program fees.
- [Keep records](#). Any idea who it was that gave you that \$20 donation last year? They probably don't remember either.
- Ask and you shall receive. Be prepared for some rejection, but if you don't ask, most likely people won't give.
- SAY THANK YOU!! Nothing makes you want to do something again like being told how wonderful you are for having done it the first time.