

GOAL: Follow a collaborative framework for project development and fundraising to achieve sustainable results.

START

1. Invest

Secure leadership endorsement of process for project development and fundraising.

2. Assess

Articulate community need and corresponding organization strategy shared by executives, line staff and trustees.

3. Plan

Draft detailed narrative and budget to communicate the need and a proposed project to potential supporters.

4. Prospect

Identify and research potential supporters who are most likely to invest in efforts to address the need.

5. Cultivate

Build, manage and grow relationships with potential supporters who wish to address the need.

6. Propose

Ask prospects for funds or other resources toward a project that will measurably address the need.

10. Sustain

Institutionalize successful project elements and explore their long-term implications. Consider new or ongoing challenges, then restart at Step 1 - Invest.

9. Report

Share successes, challenges and new learning with personnel and supporters.

8. Evaluate

Track and test the effectiveness of the project and its strategies.

7. Steward

Express sincere thanks for resources from supporters, then prepare to initiate the project and measure results.

