

Fundraising Methods

What are the advantages and disadvantages of each fundraising method, keeping in mind how each will:

- Bring in more money
- Attract more fans (supporters, volunteers, members, etc.)
- Develop stronger relationships with people in your community
- Build a stronger organization

Goals	Methods	+	-
Bequests and major gifts	Planned giving		
Major gifts	Face-to-face asks		
Major (and medium-sized) gifts	Personal phone call		
Medium-sized gifts	Personal letter or email		



Major and medium-sized gifts	Event sponsorships		
Introduction, connection, acquisition, stewardship	Special events		
Grassroots and medium-sized gifts	Direct mail (retention strategy) or email		
Grassroots gifts	Direct mail (acquisition strategy) or email		
Grassroots gifts	Door-to-door canvas		
Foundation and corporation grants	Proposals		
Earned income	Sales, fee for service, contracts, tickets		

