



# FUNDRAISING

NPOs depend on successful fundraising to survive and grow. Knowing how to fundraise effectively is essential for your NPO's success.

As you plan your NPO's fundraising approach, remember that successful fundraising goes beyond the tactics of a fundraising campaign. In the long run, NPOs that successfully raise funds have sound, competent, well-run organizations. The quality of your NPO's governance, leadership and planning; its ability to effectively manage its finances, employees and volunteers; and its ability to communicate effectively with beneficiaries and community stakeholders will have a major influence on the success of your fundraising over time. Donors want to contribute to NPOs that they know are well managed. This gives them confidence that their donations will be well used.

**Therefore, NPOs are strongly encouraged to work on all chapters of this guide, not just this chapter on fundraising.**

By focusing on all aspects of capacity development, you will make sure that your NPO is well managed and therefore attractive to potential donors. Following are "basic truths" about fundraising<sup>1</sup>:

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<sup>1</sup> Adapted from "Non Profit Funding Demystified" by Tony Podaris [www.raise-funds.com/2003/nonprofit-fundraising-demystified](http://www.raise-funds.com/2003/nonprofit-fundraising-demystified)

### **Basic Truth 1: Organizations are not entitled to support; they must earn it.**

Potential donors do not know about the good work your NPO does. You must demonstrate the value that your NPO contributes to the community. You must also demonstrate that your NPO delivers its services efficiently and well. The primary key to fundraising success is to have a first-class organization in every sense. There are no entitlements in the nonprofit world.

### **Basic Truth 2: Successful fundraising is not luck; it is simply hard work on the part of people who are thoroughly prepared**

There is no magic wand, magic, or any mantra. Whenever you hear someone has a magic fundraising method, laugh. No one can pull a rabbit with all its lettuce farm from fundraising magic hat. No one!

Planning and fundraising idea is very simple, but it requires more work effort! It includes planning, executing, and assessing. It is paying attention to detail. It is knowing your organization and what it needs. It is knowing who has the money, and how much they can give

### **Basic Truth 3: Fundraising is not raising money; it is raising friends.**

People who do not like you do not give to you. People who know little about your organization give little at best. Only those people who know and like you will support you friends and you will raise. Raise money.

### **Basic Truth 4: You do not raise money by begging for it; you raise money by making people see the connection between your NPO and the things they care about**

No matter how good your organization, how valuable its services, and how efficiently it delivers them, people will not give money unless they are convinced to do so. And they will only be convinced if they believe that your NPO's mission and programs are consistent with their values and priorities. So, make sure that you demonstrate to potential donors how your NPO and its programs promote what is important to the

**Basic Truth 5: People do not just reach for their checkbooks and give money to an organization; they have to be asked to give**

No matter how well you describe your NPO to potential donors, no matter how much money they have, and no matter how capable they are of giving it, they have to be asked to give if you want or expect to receive funds. There comes a point when you have to ask for the money, and make sure that you are suggesting a certain amount. Do not let the donor decide donation, please introduce and recommend how much they should fund. The person who have money to fund have been familiar with the funding requirement. The worst thing that will happen is that they will say no, and even then, they're likely to be supportive, even apologetic.

**Basic Truth 6: Successful fundraising officers are not the only ones who ask for the money; they get others to ask for it, too.**

The professional fundraising officer cannot be the only person who should ask prospects for money. Once they have established a trustworthy group of donors and volunteers, those people also become advocates and fundraisers for the organization, telling their friends to join the cause and spread the word.

**Basic Truth 7: You don't decide today to raise money and then ask for it tomorrow. It takes time, patience, and planning to raise money**

Make the decision to initiate a fundraising campaign before the need becomes urgent. It takes time to develop a campaign and its leadership. With each prospective donor the chances are you will get only one chance to present your case. Be prepared. If you present a poorly prepared case, you will be told no

**Sự Thật Nền Tảng 8: Prospects and donors are not cash crops waiting to be harvested; treat them as you would customers in a business.**

No successful businessperson deals with customers as if they had a responsibility to buy. Prospects and donors have to be courted as you would court a customer. They must be told how important they are, treated with courtesy and respect, and thanked for their donations

There are, of course, exceptions to each Basic Truth, but if you rely on the exceptions to support your organization, your fundraising will not be successful. In the end, we raise money from people who:

- Have money
- Can afford to give
- Understand the benefit of what we are doing and view it as important
- Wouldn't have given it to us unless we had asked
- Receive appreciation and respect for their gifts

It doesn't take a genius to raise money. The process is a combination of common sense, hard work, preparation, courtesy, commitment, enthusiasm, understanding, and a belief in what you are asking others to support.

# PART I: MAJOR COMPONENTS OF NPO FUNDRAISING

COMPONENT	WHAT IT INCLUDES	SUGGESTIONS FOR BUILDING YOUR FUNDRAISING PROGRAM	WHY THIS IS IMPORTANT
<p>1. Have a clear understanding of what your NPO seeks to achieve.</p>	<p>Before you start your fundraising program, it is important to have a clear understanding of your NPO's mission, as well as its measurable objectives for the coming year.</p>	<p><b>New and developing NPOs:</b> Before initiating fundraising, your NPO should at a minimum have a mission statement and a list of objectives for your programs over the coming year. The objectives should be as specific as possible so you can determine how much money will be needed to achieve them.</p> <p><b>Established NPOs:</b> It is very beneficial to have a strategic plan before entering into a fundraising program. The strategic plan provides both your mission statement and your SMART objectives, which are measurable performance targets that can help you determine how much money your NPO needs to raise. (See the <i>VNPO Capacity Building Guide and Self-Assessment Tool -- Strategic Planning</i> for further information.)</p> <p>It is also important to have a communications statement. The communications statement is a clear, concise description of your NPO's goals, activities and accomplishments. The communications statement can form the basis of your communications with potential donors during the fundraising campaign. (See the <i>VNPO Capacity Building Guide and Self-Assessment Tool -- Communications</i> for further information.)</p>	<p>Having a clear mission statement is fundamental for planning all of your NPOs activities, communications and fundraising.</p> <p>Having specific, measurable objectives helps your NPO determine how much money it needs to raise.</p> <p>Having clearly stated objectives will also help you communicate with potential donors, who will want to know how their donations would be used.</p>

COMPONENT	WHAT IT INCLUDES	SUGGESTIONS FOR BUILDING YOUR FUNDRAISING PROGRAM	WHY THIS IS IMPORTANT
<p>2. Determine how much money you need to raise.</p>	<p>Look at your NPO's current expenses for each program and for general administration and overhead. Determine how they are expected to change over the coming year. Will they increase, decrease, or stay the same?</p>	<p>Look at your NPO's current expenditures.</p> <p>How much are you spending for each program?</p> <p>How much are you spending for administrative overhead such as rent, administrative staff salaries and benefits, office supplies and equipment?</p> <p>Are current expenditure levels adequate to meet your projected costs in the coming year? If so, your fundraising target for next year can be approximately the same as this year's.</p> <p>You may need to increase your funding to accommodate planned program growth, rent increases, computer purchases, or for other reasons. In this case, your fundraising target may need to be increased from last year's level.</p> <p>Perhaps you have reduced your staff size or discontinued a program. In this case you may not need to raise as many funds as last year.</p> <p>Determine how much money you will need to raise next year. Remember to include your overhead costs in your fundraising total. If you fundraise on a program-by-program basis, build a fraction of your overhead costs into the total you are trying to fundraise for each program.</p> <p><b>See Attachment 1a—Fundraising goal worksheet example</b></p> <p><b>See Attachment 1b—Fundraising goal worksheet template</b></p>	<p>It is important to know how much money you will need to raise for the coming year before you start your fundraising drive. This will help you plan your fundraising approach so that you raise the amount of money you need.</p>

COMPONENT	WHAT IT INCLUDES	SUGGESTIONS FOR BUILDING YOUR FUNDRAISING PROGRAM	WHY THIS IS IMPORTANT
3. Analyze current and potential sources of income.	List and evaluate current and potential sources of income for your NPO.	<p><b>All NPOs:</b> For each current income source, the review should include:</p> <p>Description of the income source (for example, individual donations, contributions by NPO founder/staff, grant from a foundation or government agency, corporate sponsors, etc.)</p> <p>Total revenue from this income source</p> <p>Number of contributions from this income source and average contribution size</p> <p>Then list potential new income sources:</p> <p>Description of the potential new income source</p> <p>Why would the people making donations from this income source be interested in your NPO? Are there programs that would be of particular interest to them?</p> <p><b>Established NPOs:</b> Established NPOs should also consider the following in their analyses:</p> <ul style="list-style-type: none"> <li>• Which current income source generates the largest share of income? Is that source expected to shrink? To grow? To remain the same?</li> <li>• Which current income sources are the most reliable? What can you really count on?</li> </ul>	It is very important to have a realistic assessment of the potential –and risks–of each income source. This will help you direct your fundraising efforts to developing income sources that have the most potential for your NPO.

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		<ul style="list-style-type: none"> <li>• Which income sources are the least reliable? What might be “here today, gone tomorrow”?</li> <li>• Which income sources, regardless of size, have the most growth potential for your organization?</li> </ul> <p>For potential new income sources:</p> <p>What is the potential amount of income that these sources could generate?</p> <p>Does your NPO have the capacity to access these sources? (For example, can your NPO comply with the terms and conditions set forth by the donor and fulfill the donor’s expectations?)</p> <p>What financial risk is associated with this funding source? (For example, if you are depending on a grant for a major source of your budget, and that grant does not come through, will your NPO’s ability to operate be at risk?)</p> <p>Are there political, ethical, reputational or legal risks to working with this funding source? (For example, if your NPO seeks to promote public health, there may be ethical and reputational risks in receiving donations from tobacco companies.)</p> <p><b>See Attachment 2—Income Source Analysis Worksheet</b></p>	



COMPONENT	WHAT IT INCLUDES	SUGGESTIONS FOR BUILDING YOUR FUNDRAISING PROGRAM	WHY THIS IS IMPORTANT
<p>4. Determine which income sources to focus on through your fundraising efforts.</p>	<p>Based on the analysis carried out in Step 3, determine which income sources your NPO will focus on in its fundraising efforts.</p>	<p><b>All NPOs:</b> Given the analysis from Step 3, list the current income sources will you focus on in fundraising. Also list any new income sources that you will seek to develop.</p> <p>It is best to have several different income sources, so that you are not dependent on a single source of funds.</p> <p><b>Established NPOs:</b> Consider establishing fundraising targets by income source, based on the number and size of donations you can expect to receive.</p> <p><b>See Attachment 1—Budgeting worksheet</b></p>	<p>By listing the income sources you will pursue, you will be able to focus your fundraising efforts on income sources with the most potential. Listing income sources will help prevent your NPO from wasting its time and resources pursuing income sources that have limited potential of generating significant donations.</p> <p><b>Established NPOs:</b> Setting fundraising targets by income source will help you plan the scope and approach of your fundraising campaign. You can direct your efforts to fundraising for the income sources that you are counting on the most.</p> <p>Having fundraising targets can also help you evaluate your fundraising plan. For example, if you are counting on a single donor to provide 75% of your funding, you could be at big risk if that donor failed to donate. You might want to set higher targets for other income sources to guard against that possibility.</p>

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<p>5. Determine the best way to approach fundraising for each income source.</p>	<p>Determine which fundraising approaches are likely to yield the best results for each income source. Also determine which approaches are feasible for your NPO, given your fundraising capacity and the legal framework.</p> <p>The approach for soliciting relatively small donations from individuals and small businesses is different than that for soliciting major donations from foundations, corporations, or wealthy individual donors.</p> <p>In determining your NPO's fundraising</p>	<p>Fundraising approaches include but are not limited to:</p> <p>Direct solicitation of individuals, companies, foundations, government, agencies, etc.</p> <p>Submit proposal, in response to a call for proposals.</p> <p>Submit a concept note or proposal, unsolicited.</p> <p>Organize a fundraising event.</p> <p>Carry out an income-generating activity.</p> <p>In considering the fundraising approach, consider the potential amount of income that would likely be generated and compare it with the costs of the fundraising itself. For example, without careful planning, hosting a fundraising event could potentially cost almost as much as the revenue generated.</p> <p>Review the memo in Attachment 8 to make sure that your fundraising approach is in compliance with the requirements of Vietnamese law.</p> <p><b>See Attachment 3—Fundraising strategy checklist.</b></p> <p><b>See Attachment 4—How to start planning a fundraising event</b></p> <p><b>See Attachment 5—Turning prospects into donors</b></p>	<p>The approach your NPO uses for fundraising will determine the success of its fundraising efforts. Fundraising efforts must be carefully planned if they are to reach their targeted audience and convince them to donate to your NPO.</p> <p>In addition, fundraising has costs. It is important that these costs be factored into the evaluation of any fundraising approach.</p> <p>NPO fundraising activities must comply with Vietnamese law.</p>

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	<p>approach, be aware of requirements and prohibitions in Vietnamese law pertaining to requirements for fundraising by not-for-profit organizations.</p>	<p><b>See Attachment 6— Applying for major funding from foundations, governments and corporations</b></p> <p><b>See Attachment 7-- Fundraising Activities by Not-for-Profit Organizations under Vietnamese Law</b></p>	
<p>6. Develop your fundraising messages</p>	<p>Determine what messages you will convey to inspire donors to contribute to your NPO.</p> <p>All messages will contain the same basic information about your NPO's mission and activities. However, the length, emphasis and content of the message will differ depending on who the donor is, their particular interests</p>	<p>Your fundraising message should include:</p> <ul style="list-style-type: none"> <li>• What is your NPO's mission—what problems are you trying to solve and how are you doing it?</li> <li>• Why are the problems you are trying to solve important?</li> <li>• What measurable impact has your NPO had on the problems you are trying to solve? What measurable impact do you seek to achieve?</li> <li>• For what purposes do you need funds? How much funding do you need?</li> <li>• How can (the person being addressed) help?</li> </ul> <p>In developing your fundraising message, consider the following:</p> <ul style="list-style-type: none"> <li>• What do potential donors know about your NPO?</li> </ul>	<p>Just contacting prospective donors is not enough. You must convey a message that inspires them to donate to your NPO.</p>

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	<p>and concerns, and how they are being contacted.</p>	<ul style="list-style-type: none"> <li>• How do they feel about the issues your NPO works on?</li> <li>• What would they need to know about your NPO to feel confident about donating?</li> <li>• How much money could they reasonably be expected to donate?</li> </ul> <p>Your fundraising message may sometimes be delivered in writing, and sometimes in person. You may make it longer or shorter depending on the needs of the prospective donor (for example, a foundation will probably need considerably more detail than an individual donor)</p> <p><b>See Attachment 8 - The 30 second elevator pitch for non-profits</b></p> <p><b>See Attachment 9 - LIN "Narrow the Gap" introduction letter for businesses</b></p>	

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7. Develop your NPO's fundraising plan	<p>Develop a detailed fund raising plan. For each income source show:</p> <ul style="list-style-type: none"> <li>The income sources you are targeting (individual donations, businesses, grants, etc.)</li> <li>Fund raising approach for each income source</li> <li>Specific activities, including assignments and dates.</li> </ul>	<p><b>New and developing NPOs:</b> The plan should include address both current donors and potential new donors.</p> <p><u>For current donors:</u></p> <ul style="list-style-type: none"> <li>Establish a target for repeat donations. (For example, 80% of current donors will contribute again next year)</li> <li>Describe the approach for contacting current donors. Remember that your approach may differ depending on the type of donor.</li> <li>Identify specific activities associated with approaching current donors, along with assignments and due dates.</li> </ul> <p><u>For potential new donors:</u></p> <ul style="list-style-type: none"> <li>Establish a target for new donors, by income source. (For example, we will get 20 new individual donors, 5 new corporate donors and 1 new institutional donor.)</li> <li>Describe the approach for contacting current donors. Remember that your approach may differ depending on the type of donor.</li> <li>Identify specific activities associated with approaching prospective donors, along with assignments and due dates.</li> </ul>	<p>Effective fundraising requires many coordinated steps over an extended period of time. Fundraising plans will help assure that these steps are carried out as intended.</p>

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		<p><b>Established NPOs:</b> Develop a plan showing major fundraising activities for each income source. You will probably need to develop detailed plans for specific activities.</p> <ul style="list-style-type: none"> <li>• For example, if you are planning a major fundraising event, a detailed work plan specific for that event will be needed.</li> <li>• As another example, if you are going to seek foundation funding, a detailed work plan will be needed to schedule and assign work associated with conducting foundation research, contacting the foundation, and drafting the grant application. (Remember that for institutional grant makers, the fundraising must be done between 12 and 18 months in advance of when the funds are needed.)</li> </ul> <p><b>See Attachment 10— Fundraising Event Planning Template--July Event Concept</b></p>	

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8. Develop and maintain a fundraising database.	Develop and maintain a database of all donors and potential donors, tracking contact dates, donation dates, donation amounts, and other pertinent information.	<p><b>New and developing NPOs:</b> The fundraising database can be in simple Excel spreadsheet format. One person should be assigned to maintain the database and make sure it is kept up-to-date.</p> <p><b>Established NPOs:</b> Acquire Customer Relation Management (CRM) software to help manage donor information and communications. Some companies offer free or discounted software to NPOs with a license and/or who complete a required application process.</p> <p>CRM software organizes your donor information and makes it easier to track your outreach and communications with donors. It lets you easily identify repeat donors, track lifetime-to-date donations for each donor, and sort donations by program, income source, or other important criteria.</p> <p><b>Attachment 11—Sample fundraising database.</b></p>	A donor database helps you see at a glance who is donating to your NPO and in what amount. It helps you track whether and when potential donors have been contacted, and can provide information about donor preferences or concerns. This information is critically important for managing your fundraising efforts and for evaluating their effectiveness.

COMPONENT	WHAT IT INCLUDES	SUGGESTIONS FOR BUILDING YOUR FUNDRAISING PROGRAM	WHY THIS IS IMPORTANT
9. Acknowledge donors	Always acknowledge donors for their contributions.	<p><b>All NPOs:</b> Donations must always be acknowledged in writing. Every donation should generate a thank you note. These can take the form of letters, cards, or emails. They should always be personalized with the donor’s name. A personal thank you is mandatory, even if the approaches listed below will also be used.</p> <p>Additional ways to acknowledge donors include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Listing of donors in project report.</li> <li>• Listing of donors in NPO annual report.</li> <li>• Certificate of appreciation.</li> <li>• Listing of “sponsors” on NPO website.</li> <li>• Recognition in a newsletter</li> </ul> <p><b>Established NPOs:</b> It can be beneficial to follow up on thank you notes with personal phone calls, check-in meetings and/or invitations to participate in end-of-project reflection meetings.</p> <p>Some NPOs hold events to acknowledge donors and keep them informed about NPO activities.</p>	<ul style="list-style-type: none"> <li>• Acknowledging donors is common courtesy. Donors appreciate being acknowledged for their donations.</li> <li>• Routinely acknowledging donors in writing will positively differentiate your NPO from those that do not send thank you notes or receipts for donations.</li> <li>• Your NPO should have receipts for donations received for audit purposes.</li> <li>• Your donors may also need receipts for documentation of their donation.</li> </ul>



COMPONENT	WHAT IT INCLUDES	SUGGESTIONS FOR BUILDING YOUR FUNDRAISING PROGRAM	WHY THIS IS IMPORTANT
10. Keep donors engaged	Keep donors informed and engaged in your NPO's activities year round so that they are likely to donate in the future.	<p><b>All NPOs:</b> Keep donors informed your NPO's activities and accomplishments, so that they know the impact their donation has had. This can involve sending them your NPO newsletter and other updates and inviting them to NPO events.</p> <p><b>Established NPOs:</b> There are ways to recognize donors that can help build long-term partnerships between your NPO and the donor, including:</p> <ul style="list-style-type: none"> <li>• Writing an article about the impact of a donor's contribution.</li> <li>• Recognizing a donor's contribution on your NPO's social media pages.</li> <li>• Recognizing the donor's contribution on the donor's social media pages.</li> <li>• When you are interviewed by the media, mentioning the donor's contribution.</li> </ul>	By keeping donors informed and engaged in your NPO's activities, you will increase the likelihood that they will donate again.

COMPONENT	WHAT IT INCLUDES	SUGGESTIONS FOR BUILDING YOUR FUNDRAISING PROGRAM	WHY THIS IS IMPORTANT
11. Practice good donor stewardship	Learn how your major donors want to be involved in your NPO, and honor their preferences.	<p><b>Established NPOs:</b> The amount of information sent to major donors should be based on each donor’s expressed level of interest. Your NPO can develop engagement options and present those to the donor. (Remember that the options must be feasible for your NPO to carry out.)</p> <p>For example, prior to or upon receiving funds, you can ask the donor “How would you like to be kept informed about the project? Option 1 is to receive the mid-term and final project report; Option 2 is to receive both the reports and a monthly e-newsletter; and Option 3 is to receive the reports and newsletters and also meet with us on a quarterly basis. What would be best for you?” Try to get the donor’s preference in writing either via a donation agreement or email confirmation.</p> <p>For some NPOs, it may be beneficial to offer benefit packages to donors. These are benefits to which donors are entitled based on the size of their contribution. For example, an arts organization might provide donors of \$4 million VND or more with free tickets to a performance; donors of \$5 million VND might get their name on a “donor wall of honor” in their auditorium. For an example of donor benefit packages</p> <p>see <b>Attachment 9—LIN “Narrow the Gap” introduction letter for businesses</b></p>	<p>Good donor stewardship helps develop effective partnerships between your NPO and its major donors. By respecting donor preferences for the amount of information they receive, you will help assure that they feel informed and engaged. You will also make sure that you are not providing them with more information than they want.</p> <p>Trusted donors can be very helpful in introducing your NPO to other organizations that may be interested in supporting your NPO. This can help your NPO sustain and grow its funding over the long-term.</p>

COMPONENT	WHAT IT INCLUDES	SUGGESTIONS FOR BUILDING YOUR FUNDRAISING PROGRAM	WHY THIS IS IMPORTANT
<p>12. Review fundraising progress and adjust the fundraising plan as needed.</p>	<p>Monitor funds received and compare them with the projections in your income budget.</p>	<p>If revenue from any income source falls short of the target in your income budget, try to determine the cause.</p> <p>Are you carrying out your fundraising plan as intended?</p> <p>If you are carrying out your fundraising plan as intended, what changes could be made in your approach to generate more income?</p> <p>Learning about donor satisfaction may give you clues about what is going wrong and how to fix it. Are donors happy? How many of your donors are repeat donors? Solicit feedback from first time donors, repeat donors, and—if possible—past donors who no longer contribute to your NPO.</p> <p>If it is not possible to make up a fundraising shortfall for one income category, can offsetting increases be generated in another income category?</p> <p>If it is not possible to increase donations, how can expenditures be reduced to compensate for the shortfall?</p>	<p>Active monitoring of fundraising progress helps you know about the effectiveness of your fundraising program, so that you can make changes if desired results are not being achieved. By learning early about fundraising shortfalls, you can make necessary budget adjustments to avoid budget deficits.</p>

## PART II: LIST OF ATTACHMENT

ATTACHMENT	TOPIC
Attachment 1A	Fundraising Goal Worksheet Example
Attachment 1B	Fundraising Goal Worksheet Template
Attachment 2	Income Source Evaluation Worksheet
Attachment 3	Fundraising Strategy Checklist
Attachment 4	Tips For Planning a Fundraising Event
Attachment 5	Turning Prospects Into Donors
Attachment 6	Applying For Major Funding From Foundations, Governments And Corporations
Attachment 7	Fundraising Activities by Not-For-Profit Organizations Under Vietnamese Law
Attachment 8	The 30 Second Elevator Pitch for Non-Profits
Attachment 9	LIN "Narrow The Gap" Introduction Letter For Businesses
Attachment 10	Fundraising Event Planning Template--July Event Concept
Attachment 11	Donor Record and Follow-up Sheet

## PART III: HELPFUL REFERENCES ON FUNDRAISING

AUTHOR AND TITLE	WHERE IT CAN BE FOUND	WHAT THIS REFERENCE COVERS
VNPO Capacity Building Guide and Self-Assessment Tool: Strategic Planning		Includes detailed information on developing mission statements and SMART objectives. Having clear mission statements and SMART objectives is important for planning fundraising and communicating about your NPO to potential donors.
Grant writing 101 and 102	<a href="http://www.guidestar.com">www.guidestar.com</a>	Includes tips and references for grant writing
Raise Funds.com	<a href="http://www.raise-funds.com">www.raise-funds.com</a>	Comprehensive free information and resources for non-profit fundraising.

## PART IV: NPO SELF-ASSESSMENT: FUNDRAISING

Your NPO can use the following worksheet to assess its Fundraising Program. The worksheet is designed to help you identify areas of strength and areas where you can improve your capacity.

For each Fundraising Program Component, check the appropriate box to show whether the described component is fully achieved, partially achieved, or not present in your NPO.

FUNDRAISING PROGRAM COMPONENT	ACHIEVED	PARTIALLY ACHIEVED	NOT PRESENT	COMMENTS
People who will be involved in fundraising have a clear understanding of our NPOs mission, as well as its measurable objectives for the coming year.				
We have estimated how much money we will need to raise for each program and for overhead expenses.				
We have analyzed current and potential sources of income for our NPO, and have determined which income sources to focus on for fundraising.				
We have established goals for the number of donations we will get, by income source.				
We have determined the fundraising approach for each income source.				
We have detailed plans for how we will carry out our fundraising(what will be done, by whom and when)				

FUNDRAISING PROGRAM COMPONENT	ACHIEVED	PARTIALLY ACHIEVED	NOT PRESENT	COMMENTS
We are familiar with Vietnam law on fundraising by NPOs.				
We have developed clear fundraising messages, customized to address the interests and concerns of potential donors we are targeting.				
Everyone involved with fundraising for our NPO knows how to communicate our fundraising messages. This includes not only employees, but volunteers, long-time donors and others who may "spread the word" about our NPO.				
If we are considering applying for a grant, we have thoroughly researched potential donor organizations.				
If we are applying for a grant, we have a detailed timetable for grant preparation, with responsibilities clearly assigned.				
We have a fundraising database for monitoring the progress of our fundraising campaign.				
If we are an established NPO, we use CRM software for managing donor tracking and communications.				
All donors receive written acknowledgement.				
Donors receive periodic updates and information on our NPO.				

FUNDRAISING PROGRAM COMPONENT	ACHIEVED	PARTIALLY ACHIEVED	NOT PRESENT	COMMENTS
We use additional means of acknowledging major donors, such as mention on our social networking site, articles, certificates, etc.				
If we are an established NPO, we practice good donor stewardship, working with major donors to assure that the information we are providing them meets their needs.				
We regularly monitor fundraising progress and make adjustments as needed.				
We follow up with new, repeat and lapsed donors about their experience donating to our NPO, and we use that information to improve our fundraising program.				



# PART V. SUMMARY OF ASSESSMENT RESULTS AND NEXT STEPS

Choose at least 2 fundraising components from the Self-Assessment Table in Part 3 and complete the following table.

PRIORITIZED FUNDRAISING COMPONENT	WHAT WILL BE DONE?	WHO WILL BE RESPONSIBLE?	PROJECTED START AND COMPLETION DATES