

How to grow your budget to \$100,000

Signature event: \$10,000

10 Table Hosts each fill a table of 10 = 100 people
75 people make avg gift of \$100 = \$7,500
1 sponsor of \$2,500
 $\$7,500 + \$2,500 = \$10,000$

Grants: \$20,000

10 grants of \$2,000 each = \$20,000

Individuals: \$70,000

1,000 people make 2 donations of \$35 during the year =
 $2 \times \$35 = \70
 $1,000 \times \$70 = \$70,000$

Summary:

Event: \$10,000

Grants: \$20,000

Individuals: \$70,000

Total: \$100,000

Other resources for you

1. My gift: *Sandy's Favorite Planning Worksheets*

2. Win a copy of "10K Fundraising for Animal Rescue" or "Sit Stay Give"!

Name: _____

Organization: _____

Email: _____



Here's what they're saying—

Has a fundraising plan now

"I started my nonprofit with some experience in fundraising, but not much. So I love the guidance I'm getting from Sandy through ARF Club. I love the camaraderie and insight I get from other Club members. I am obsessed with the step-by-step instructions on how to do things. The biggest thing I've gotten so far is how to thank my donors well (early and often!). Another HUGE help was the fundraising plan, which we now have set up. **My**



membership has already paid for itself!!"

Jacqui Cobb, President
Second City Canine Rescue,
Roselle, IL

Got a new van!

"We set a goal to raise \$15,000 in December so we could buy a transport van for our 2 year-old nonprofit. Everyone around us said "Good luck with that." We followed Sandy's advice on thanking donors and I made a point of hand writing a thank you card to every donor the day we received the donation. It didn't take long before we had some profound results. Nearly HALF of those who donated made a second donation within a week of receiving their card. I am THRILLED that we raised over \$30,000 - more than double our goal! What we raised in December was more than we've ever raised in a single month. Thank you Sandy! It was your suggestion that prompted me to take this approach. Yahoo! We're getting a new van!"



Colleen Combs, President
Green Dog Rescue Project,
Windsor, CA

WHERE TO BEGIN: FUNDRAISING BASICS



Sandy Rees
Fundraising Coach and
Chief Encouragement Officer

GET **FULLY**
FUNDED

Step 1: The Right People

3 Main Goals for Fundraising:

- 1.
- 2.
- 3.

Step 2: The Right Message

1-10-1000 Rule:

- 1
- 10
- 1000

3. The Right Time

Next steps: 3 things I'm going to do in the next 30 days to raise more money:

- 1.
- 2.
- 3.

Fundraising Tips:

- The more dollars you raise, the more lives you can save. Focus on the animals you're saving and draw inspiration from them.
- Don't try to get EVERYONE to give—they won't. Focus on those people who WILL give.
- Good fundraising is all about the relationship.
- Always build trust. People give to nonprofits they trust.
- A good thank-you letter helps a donor feel really good about her decision to give to you. Spend the time to write a connecting, engaging thank-you letter.
- Help people get to know you, like you, and trust you before you ask them to give. Don't get married on the first date!
- Keep your messaging interesting and relevant to the donor. It's all about THEM not YOU.
- Don't raise money to keep the lights on and the bills paid. Raise money to save lives.



Support, inspiration, and step-by-step training,
JUST for animal rescue. www.ARFClub.com