**The Fundraising Plan**

Fundraising is all about relationships. People give to people. People give to their passion. While many students are scared at the thought of “fundraising” at the start of the class, it is amazing to see the results when they are raising money for something that they are passionate about AND for a cause that they have researched and are prepared to talk about.

The fundraising process starts at the beginning of the class. Students (and the instructor) first compile a list of prospective donors. This list includes community leaders, mission driven donors, family, friends, and anyone that would have an interest in the mission and process of the class. This is an opportunity to work with the Advancement team at the school to ask for help with the process and coordinate fundraising efforts to not compete with the school’s needs (The Artemis Fund would meet after the fall Annual Fund efforts to not confuse/compete with donors to the school). Once a list is compiled students have the opportunity to learn about two fundraising methods (mass solicitation and personal solicitation).

Once a list is compiled and organized by the Development Coordinator, the students then pick a minimum of three people who they will personally ask for a donation. These personal solicitation prospects are pulled out of the list and then the mass solicitation process begins.

Mass solicitation is a learning experience with careful marketing and planning that shows students the benefit of sending out information via mail, email, and even through social media outlets with crowdsourcing such as [Indiegogo](https://www.indiegogo.com/#/picks_for_you) or [Kickstarter.](https://www.kickstarter.com/) There is a reason so many nonprofits still send mass solicitations…because it works. This approach typically has a strong return on investment and is worthwhile to the class. Teaching the mass solicitation process and getting the class started with some success (aka money coming in towards the goal) is a great way to build fundraising momentum.

The mass solicitation process involves:

* Sending out a letter (containing as much personalization as possible) that asks for a donation.
* Follow up with the list of potential donors through emails and social media and include opportunities for them to give online as well as sending in a check.
* As checks / gifts start coming in, the Development Coordinator and the Treasurer work together to coordinate a gift process. The Development Coordinator tracks all gifts that come in from the mass solicitation and the Treasurer sends thank you notes to donors. It is important to have a tracking method in place for future classes and for a report to donors.

*See* ***examples of a Mass Solicitation Letter and Brochure in the Handouts section****.* *(Printing and design of the brochure was donated by a local company; postage for the mailing was paid for by the school).*

Personal solicitation is a process in which the student/board member picks three (or more) people from the list that was established at the start of the class. Students pick two individuals (such as a parent, grandparent or close family friend) that are in their “comfort zone” and one individual (such as a neighbor, parent of a friend or community leader) that is “out of their comfort zone.” *Note that students will have researched grant applications and will have come up with finalists when the personal solicitation process starts.* Personal solicitations are sent out after the mass solicitation process is completed. *See* ***examples of a Personal Solicitation Letter, Brochure, and Packet in the Handouts section****.*

The personal solicitation process involves:

* Sending out a packet of information about the class with a date/time to follow up with prospect. The packet includes the personal solicitation letter and a packet of articles about the class’ impact and stats about fundraising and grants awarded.
* Following up with the prospect with either a face-to-face or phone conversation.
* Making “the ask” to the prospect. This is done after having practice sessions with classmates, knowing what the class is all about, and having a deep understanding about the organizations that have been selected as finalists.
* Students will fill out the **Relationship Management Journal (*in the Handouts section*)** to keep track of process and progress.
* The instructor will follow up with prospects through a survey/phone call for feedback about the process.
* For gifts from personal solicitations, the students whose contacts have made donations write thank you cards to them and these are accompanied with a letter from the teacher providing a summary of the semester and update on fundraising.

The personal solicitation donations are handled the same way as the mass solicitation donations, with the exception of the student/board member sending a personal thank you (whether or not the prospective donor made a gift).