

What's Your Plan?

Six Steps to Successful Fundraising

Darla Seamons, LDS Philanthropies

Your mission as an Alumni Association chapter is to build uncommon loyalty, support, and service, strengthen the BYU community, encourage others to become meaningfully involved, identify passion, educate others, work together, and to cultivate the spirit of the Y. Fundraising is one tool that can help you accomplish that mission.

The **FUN** in Fundraising!

F = fundamental principals

U = unlimited opportunities

N = nuts and bolts

Strategy

- Consider the needs of your chapter
- Envision the collective impact of your members
- Involve as many people as possible in the execution
- Expect success and share the good news with everyone
- Contact LDS Philanthropies

Six Steps

1. **What** is your goal?
 - a. Money, participation, relationships
2. **Why** are you doing this?
 - a. Prepare a case for support
3. **How** are you going to accomplish the goal?
 - a. Mass attendance events
 - b. Peer-to-peer invitations
 - c. Endorsements
 - d. Sponsorships
4. **Who** are you going to involve?
 - a. LDS Philanthropies
 - b. Chapter volunteers
 - c. Students
 - d. Donors
5. **When** is this going to be completed?
 - a. Consider the timing of awards or other deadlines when establishing timeframe
6. **What** is the impact report you'll give to all chapter members?
 - a. Share the need for support and the results with everyone