

# BASICS FOR FUNDRAISING

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*During this very informative seminar, you will get right into the nuts and bolts of how to plan your fundraising strategy, assemble the right people, technology, and other tools you'll need in order to maximize your returns, attract supporters, ask for gifts from individuals, businesses, and foundations, and much more.*

- ✓ Get to Know Your Existing Supporters
- ✓ Express Appreciation for Recent Gifts
- ✓ Invite Donors to Watch Your Organization at Work
- ✓ Create Donor Forums
- ✓ Annual Renewals of Support
- ✓ Lectures, Small Events, and Parties for Major Supporters Meetings
- ✓ Who to Ask
- ✓ Arranging the Meeting
- ✓ Preparing for the Meeting
- ✓ Assembling Materials for the Meeting
- ✓ The Psychology of Asking
- ✓ Holding the Meeting
- ✓ Follow Up After the Meeting
- ✓ Setting Up a Focused Major Gifts Campaign