

FUNDRAISING GUIDE

Effective Strategies for RAISING FUNDS



IMPORTANCE OF EXPERIENCE

Fundraising is essential for organizations and causes that rely on external support to archive their goals. Here are key points highlighting the importance of fundraising:

Furthering Your Mission: Fundraising provides the financial resources needed to bring your vision to life.

Building Community Support: Fundraising connects you with supporters who share your passion. Fundraising helps build a network of advocates, volunteers, and donors who are invested in your success.



"CENTS OF SUCCESS"

Set Clear & Achievable Goals

Define your financial target and outline specific milestones. Make sure your goals are realistic, measurable, and clearly communicated to your team and supporters.

Build Relationships

Focus on long-term relationships rather than one-time donations. Engage with donors regularly, update them on progress, and show appreciation for their support.

Host Fundraising Events

Create events that attract attention and encourage participation. Whether virtual or in-person, events like auctions, galas, or community activities can boost engagement and donations.

FUNDS AND GAMES: KPIs THAT PAY OFF

- **Total Funds Raised:** The overall amount of money collected during a fundraising campaign. This is the most straight forward measure of success, indicating how close you are to your financial goal.
- **Donor Retention Rate:** The percentage of donors who continue to give year after year. A high retention rate indicates strong relationships and donor satisfaction.
- **Average Donation Size:** The average amount donated by individuals during a campaign. Helps assess the effectiveness of your messaging and the appeal of your cause to different donor segments.
- **Donor Growth Rate:** The percentage of potential donors who actually make a donation. This KPI measures the effectiveness of your campaign in turning interest into action.

NEXT STEPS

Finding the right fundraising strategy is a crucial step in your campaign. At LIVE Design Group, we are committed to guiding you through every stage, from initial planning to successful execution. Our expertise and collaborative approach ensure your fundraising efforts achieve the results you need.