

New Release

MDI CORE SERIES

Fundraising & Development Fuel Your Mission

Inspire Donors
Strengthen Your Message, and
Sustain Long-Term Impact





Impact Inspires Investment

When impact is clear, investment becomes compelling. This tool helps you capture the real transformation God is bringing through your ministry and communicate it with clarity and confidence. When you complete it, you'll be able to articulate your impact in a way that truly inspires investment, simply weave the three sections together into a powerful elevator pitch and close with the magic words, "Will you join us?"

1. IMPACT STATEMENT: The reason we exist is...

Impact

Include: what problem are you trying to solve? what is your unique solution? what is your impact?

2. INSPIRING STORY: Your support transforms lives like...

Inspire

what are the top 3 motivators for people to give and what 3 stories illustrate those motivations?

3. INVESTMENT OPPORTUNITY: You could make this possible by...

Invest

what are the top 3 needs of your organization and what would happen if those needs were met?



Fundraising Plan

Plan the Work, Then Work the Plan - setting your ministry up for success

FUNDING STRATEGY BREAKDOWN

SOURCE	TYPE	LAST YEAR	CURRENT BUDGET	CURRENT ACTUAL
Annual Fundraiser	Sponsorships			
	Host Committee			
	Ticket Sales			
	Auction			
	Donations			
	SUBTOTAL		-	-
Campaigns	Major Gifts			
	Monthly Donors			
	Year End Giving			
	Secondary Event			
	Campaign #5			
Church Partnerships				
Grants				
Revenue Strategies	Membership Fees			
	Curriculum Sales			
	Strategy #3			
TOTAL		-	-	-

HIGHEST IMPACT AREAS

CATEGORY	LAST YEAR	CURRENT GOAL	CURRENT ACTUAL
Total Number of Major Sources			
Total Giving from Major Sources			
Total Number of NEW Major Sources			
Total Giving from NEW Major Sources			

FUNDRAISING STRATEGY

Moves Management

Moves management is a term used primarily with the non-profit sector in relationship to donor development. It refers to the process by which a prospective donor is moved from cultivation to solicitation. “**Moves**” are the actions an organization takes to bring in donors, establish relationships, and renew contributions.

Moves Management Template

Purpose: This spreadsheet will allow you to do the following:

1. Enter the names of prospects, their affinity, stage, and product as determined in the moves management prioritizing grid (prioritizing grid.doc).
2. Enter the prospect's estimated capacity based on your prospect research, and the gift sought, determined by the evaluation committee.
3. Assign lead staff and a primary and secondary volunteer.
4. Enter the prospect's primary interest, as determined during cultivation activities.
5. Plan a series of moves across several months, leading up to an ask.

The spreadsheet has a **Prospect Grid** as the second tab, allowing you to enter this information and develop your individualized plan for each prospect:

We have also included an **Example tab** showing how information is to be entered.



Fundraising Calendar

Teamwork Makes the Dream Work - how is your team pulling this off?

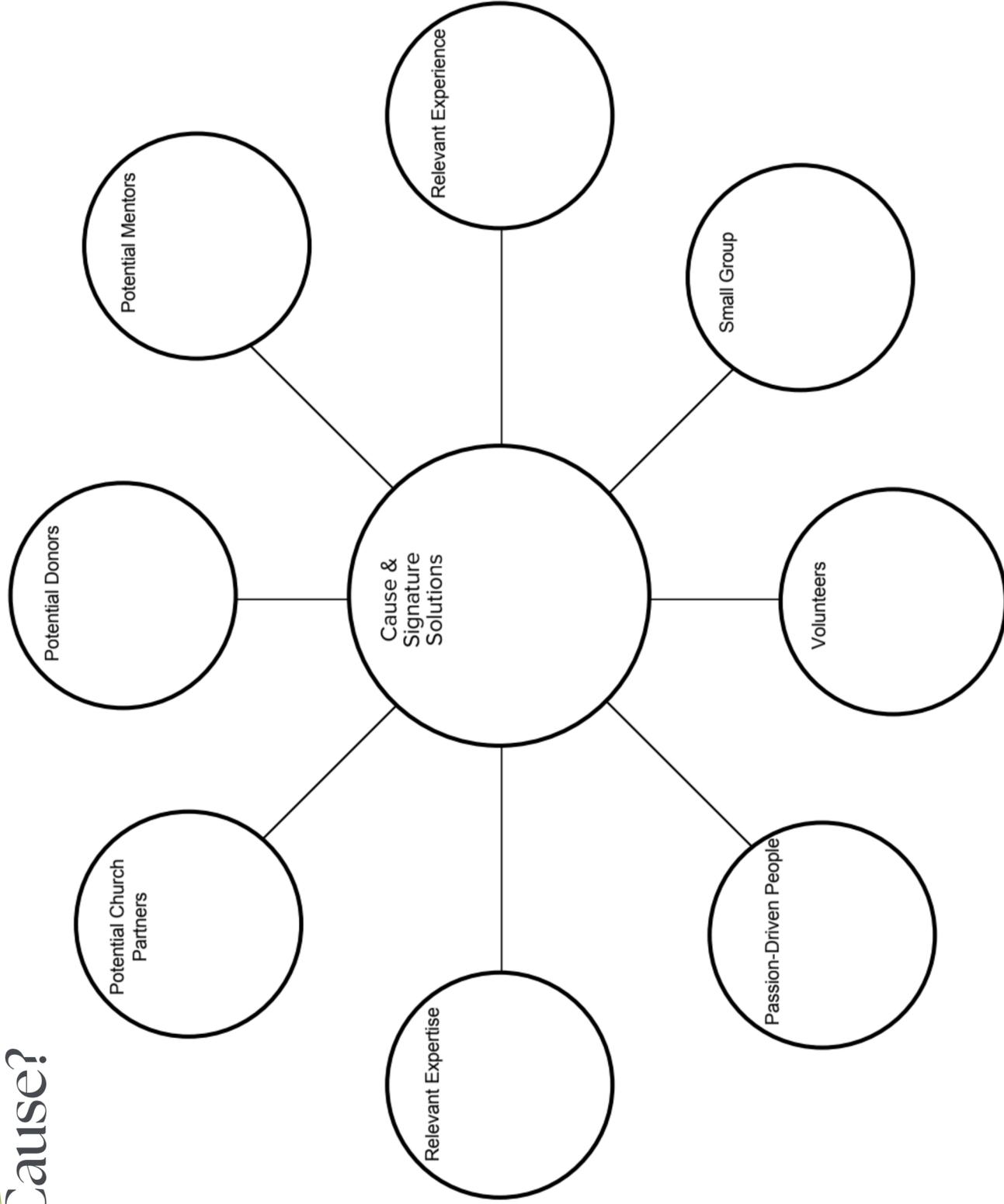
	Fundraising Activity	Goal	Responsible	Status	Notes
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

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Who Cares about Our Cause?

Network Mapping



Sharing YOUR Story

INSTRUCTIONS: Use the prompt questions below to help curate your own story of connection to this organization and board. In some cases, you may think of multiple answers. After you've written your answers, practice sharing it with a variety of people and notice how the audience might influence what you say or choose to emphasize.

How did you come to be involved with this organization?

What about this work is meaningful to you?

Why do you serve on the board?