Define your Fundraising Strategy

Define Your Ask

- Specify the amount that is realistic and can be met.
- Make it clear to what the donation will be used.

Analyze the Families That You Can Fund

- Which families are likely to support your cause?
- What should be the amount?
- How can you encourage support from these families?

Analyze Additional Local Resources for Funding

- Please use the resources when they have immediate access and with whom you have

- Local retailers
- Community boards
- Local newspapers

Define the Best Instruments for Funding

- Close donations (through offline methods, such as mail, phone, or in-person meetings)
- Events
- Programs

Reach Out with an Ignition

- Solicitation letters and emails
- Phone calls
- Personal visits

Implement Fundraising Activities

- Close donations
- Events

Build a Long-Term Relationship with Donors

- Maintain the momentum
- Foster a lasting relationship

How to Choose Between Activities?

Mission Montessori Academy's Experience

Please Montessori Academy has had several successful fundraising activities, including:
- A charity run: Students and staff members come together to raise money for a charitable cause.
- A silent auction: Participants bid on various items donated by the school community.
- A school-wide competition: Students and teachers engage in friendly rivalry to raise the most money.

Useful Templates

- Fundraising Activities
- Useful Templates
- How to Choose Between Activities?