

# COMMUNITY FUND DEVELOPMENT

online self-directed learning

*Fundraising now requires a broad strategic approach to ensure the sustainability of your organization and programs.  
This online program provides a road map to raising funds for your organization or community.  
It will assist you in being accountable to your board of directors or elected officials.*



# Fundraising is a contact sport.

Success most often stems from building relationships, trust and honing your skills in asking for support.

There are an estimated 180,000 registered non-profit organizations and charities in Canada.

In addition, each province and territory has hundreds of municipal entities with charitable status as well as a number of First Nations and Tribal Councils who have applied for and been approved for charitable donations.

*How do we cut through the clutter in this uber competitive marketplace?*

SEDA strongly recommends planning in all areas of community and economic development and fundraising is no different. A fund development plan provides a road map identifying specific steps to raise funds for your organization, program or service.

We cannot provide you with a “silver bullet” to a successful proposal or fundraising campaign. However, we can provide a recommended diversified methodology and a framework to assist your organization in being effective and accountable in your own stakeholders.

*In Canada, 66% of funds raised go to 1% of organizations seeking support. This is because small and medium-sized organizations make up the bulk of Canada's charitable sector and they often lack the capacity to fundraise.*

## PROGRAM OVERVIEW

### LESSONS 1 TO 3: 7 Steps to the Development Plan

- Compiling an Assets Inventory for your organization
- Diversifying the funding mix: Selecting Fundraising Strategies
- Setting realistic Fundraising Goals
- Putting the Fundraising Calendar together
- Creating a dynamic Case Statement and Proposal
- Making the Approach and building relationships
- Monitoring and evaluating your efforts

### LESSON 4: Institutional & Corporate Funders

- Where to find them and how to craft an approach.

### LESSON 5: Individual Donors

- Identifying Individual Donors and Major Donors
- Special Events Fundraising
- Crowdfunding

### LESSON 6: Long Term Revenue Generation

- Community Foundations
- Community Investment Co-operatives
- Community Economic Development Corporations

### LESSON 7: The Essential Role of Public Relations

- How to use Positioning and Bridging Statements
- The role of Content Development
- Leveraging Social Media and Media Relations

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Each lesson in Community Fund Development includes an audio powerpoint presentation and downloadable manual. The majority of lessons include worksheets and case studies that can be used to assist in building your own plan.

We recommend that the lessons be taken in order and encourage you to utilize the worksheets and suggested strategies within the module to build your own fund development plan as you work through the six lessons within this program.

Refer to [www.seda.sk.ca](http://www.seda.sk.ca) for program pricing and to register.

