

10 TIPS

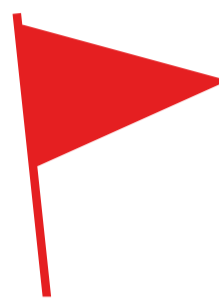


to Running a Successful Fundraising Campaign – and Protecting Your Organization in the Process

Here are 10 tips to help make your campaign successful and control risks for your organization as well as your directors and officers.

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1 Do your homework: If using outside vendors, vet them thoroughly. Any sanctions from charity regulators, or other potential red flags? By using a fundraising professional, see how telemarketing laws may apply to your organization and what risks you might face.



2 Be transparent: Let donors know where their contributions are going and what percentage is allocated to overhead and marketing costs.

3 Add it up: Present your financial information (Form 990) on your website or make it available to donors upon request.



4 Don't punish good deeds: Implement a privacy policy and advise donors that their personal information will not be shared with third parties. Protect donor data with state-of-the-art security tools and procedures.

5 Turn donors into doers: Engage donors by communicating about your organization and its good work. Their time, expertise, advice and creativity can be invaluable to your cause.



6 Make it easy: Consider accepting online donations through a secure portal. Allow different forms of contributions (one-time donation, monthly, twice a year, etc.) and issue receipts promptly. User-friendly steps will be valued by your donors and may keep them coming back.

7 Say "Thank You": Provide your donors with newsletters or regular updates to show how their donations are being put to work and how important they are to the organization's mission.



8 Protect the organization: Have a risk management plan and Directors & Officers insurance in place.

9 Take notes: Document board meeting minutes and keep records on key issues.



10 Build confidence with good governance: Adopt and implement conflict of interest and whistleblower policies. This helps your organization address potential problems early.