

# Fund Development

As fundraising guru Hank Rosso said, “You can raise a lot more money through organized fundraising than you can through disorganized fundraising.” CenterPoint Institute subscribes whole heartedly to this theory of fundraising and its spirit permeates our approach to fund development work. As your fundraising consultant, CenterPoint’s value added is that we do not “do for organizations,” we “do with.” This guiding principle allows organizations to build their own internal capacity to develop diverse and sustainable funding streams.

## **Strategic Fund Development Planning**

Just as organizations need strategic plans to guide their organizational programming decisions, they also need strategic fund development plans to guide their development work. Whether your organization chooses to incorporate fund development plans in the organizational strategic plan or develop two separate plans, we can guide you through the process of setting realistic fundraising goals and developing concrete strategies to meet those goals.

## **Annual Fund Planning and Implementation**

An organization’s annual fund is the backbone of its entire fundraising program. Contrary to popular belief, the annual fund is not a once-a-year direct mail piece. A strategically planned and organized annual fund provides organizations with a flow of unrestricted funds, establishes donors’ habits and patterns of giving, provides identification of top prospects leading to bigger gifts, allows for continual expression of organizational messages, and offers opportunities for continued stewardship.

CenterPoint will work with your organization at any stage in developing or revising your annual fund—whether you are just starting an annual fund or need to get out of an annual fund rut. CenterPoint can consult on any or all of the annual fund components: developing a case for support; setting annual fund goals; identifying gift sources and amounts; developing solicitation strategies; inspiring board, staff, and volunteer involvement; finalizing the annual fund plan; and implementing and revising the annual fund plan.

## **Grant Proposal Development**

CenterPoint works with your organization at all stages of the proposal development process, from foundation research and prioritization through proposal submission and follow-up.

## **Special Events Planning and Implementation**

In addition to raising money, special events increase an organization’s visibility quotient, reward or honor donors, cultivate prospects and donors, involve volunteers, and celebrate and recognize achievement. Each organization defines a successful special event differently. For one, success might mean raising \$20,000 dollars, for another it might mean getting the names of 10 new potential donors, and for another it might mean getting a story in the local newspaper. CenterPoint helps ensure that your special event is successful by first working with you to define what success for your organization is, and then setting goals, coordinating the logistics, and managing event communications and marketing.



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