Driven by Program

- Don’t lose sight – Fundraising and Communication serves Program
- Always go back to your organizational vision, mission, values, purpose

Goals & Objectives

- **Goal** = aspiration – overarching principle that guides decision making
- **Objectives** = specific, measurable steps that can be taken to meet the goal | SMARTE

Budget and Benchmarks

- Maintaining a budget ensures you spend what’s needed to succeed
- Benchmarks are a way to measure success and to assess how you do from year to year, campaign to campaign

Targeted Audience

- Trying to reach “everyone” is aiming for no one. Understand your audience

Action Team

- Who will be involved? Is it just the Development team?

Use Stories

- Stories bring data, facts and analysis to life. Stories are interactive and engaging

Use Visuals

- Visuals help stories come to life. It can be photos, videos, infographics, graphics, etc.

Frame Your Message and Create the Action

- Stay consistent throughout your channels
- What do you want to achieve from conveying these messages

Figure out your channel

- Pick channels your audience already use

Evaluate

- Compare your results to your benchmarks and also the benchmark reports
- Develop a list of “lessons learned,” things to keep and to improve

Celebrate

- Saying thank you and acknowledging your team’s work keeps people motivated and excited for the next thing