



SourceGroup

Strategy + Development + Training = Results

Fundraising

The aim of Fundraising is to ensure the long term capacity of the Charity to meet its objectives from its own resources with the help of its community partners.

SourceGroup assists the Charity to build its capacity to raise funds successfully.

SourceGroup's Fundraising Program:

○ The workshop

- evaluate your fundraising history and current situation
- identify prospects, past and future
- explore all options with your people

○ The fundraising program

- build an appropriate fundraising program
- develop a living gifts program
- develop a marketing package for fundraising
- develop an appropriate communications model
- review corporate sponsorship opportunities
- review special events opportunities that will generate funding
- build a donor loyalty program with reward & recognition

○ The volunteer program

- identify current & prospective volunteers
- recruit volunteers
- train volunteers
- accompany and assist volunteers on priority calls
- recognize volunteers appropriately

○ The SourceGroup advantage

SourceGroup will do everything that is necessary to build your capacity to succeed in fundraising. We can also provide the support system to assist your people through every step of your fundraising program.

Value Added makes for success!