



STORY POINT
CONSULTING



Fundraising Essentials for New Organizations

How To Build A Realistic Fundraising Strategy

How We Help!

As Canadian fundraising consultants with over 20 years of experience, we help the people working or volunteering at charities and nonprofits **find** the right donors, effectively **communicate** with supporters, and **strengthen relationships** with them.





Canadian Indigenous Flag, designed by Curtis Wilson of the Wei Wai Kum First Nation

Fundraising 101



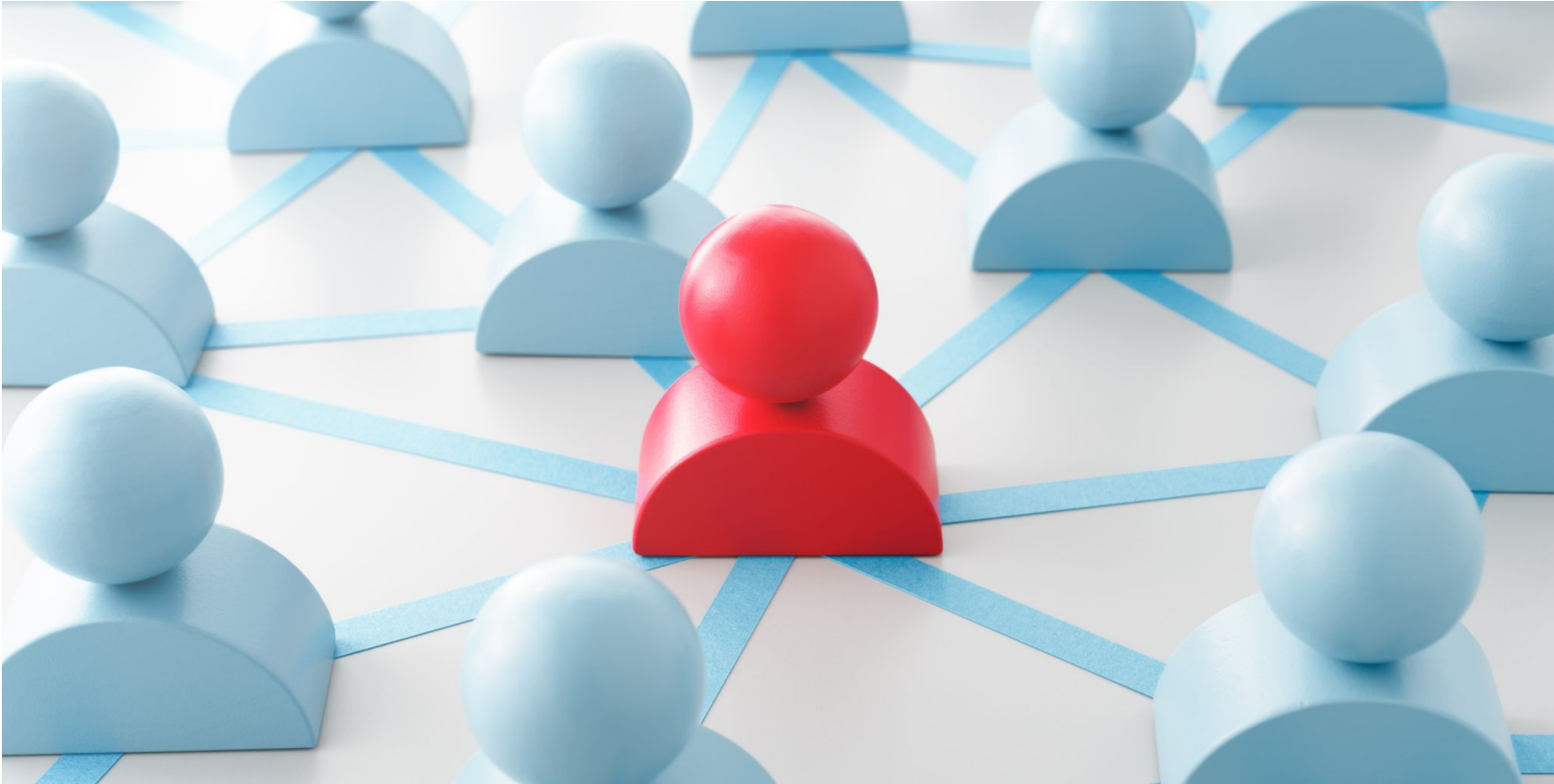
Foundations for Fundraising Success

Building a Fundraising-Ready Board



Creating a Board that Supports Fundraising

Identifying Early Support



Finding Your First Supporters

Right-Sized Strategy



Realistic Fundraising Strategy for Small Teams



Taking a Moment to Recognize Your Progress



Where Many New Organizations Get Stuck

“Fundraising is the gentle art of teaching the joy of giving.” – Henry Rosso





Start With Your Purpose

Why Trust and Credibility Matter



Builds Relationships



Attracts Support



Prevents Skepticism



Motivates Giving



Be Specific About Impact

Use Plain, Human Language



How Clear Messaging Helps Donors Connect

What Was Happening: Safe Steps was using very general language that didn't explain what support actually looked like.

What They Noticed: Donors hesitated because the message didn't show the impact of a gift.

What They Did: They rewrote their purpose statement and added a clear example of what a donation provides.





Strong Boards Build Trust



Set Clear Expectations from the Start

Recruit With Fundraising In Mind

Use clear job descriptions that outline the responsibilities in the board member's role so candidates know what's expected.





Provide Training and Support



Celebrate and Recognize Efforts



Share Updates and Listen to Your Board



Build a Culture of Shared Responsibility



Support Comes In Many Forms

There are many ways people can contribute beyond giving money.



The Fundamentals of Prospecting

Diversify Your Early Support

Support from different places builds a stronger foundation for your organization.



How to Start Building Your List



Relationships First, Money Second





Grants for New Organizations



Right-Sized Strategy for Small Teams



Build Momentum with Realistic Goals



Match Effort to Impact

Focus on leveraging your team's strengths to choose the right fundraising strategies.

Build Systems Early





Take Advantage of Technology



Case Study: Bright Pathways



Step 1: Setting Realistic Goals



Step 2: Leveraging Board Networks



Step 3: Securing Community Support



Step 4: Free Digital Tools



Step 5: Celebrating and Recognizing Support



Outcomes

What This Shows Is Possible: Bright Pathways shows that new organizations can make progress, even with a small team.

What Made the Difference: They focused on relationships, small gifts, and contributions that helped stretch their resources.

What New Nonprofits Can Take Away: Personal connections, small contributions, and steady communication can help build early momentum.

Lessons Learned



Start Small



Engage the Board



Diversify Support



Leverage Free Tools



Building Early Connections For Your Organization



Brainstorm With Your Board



Network Locally



Connect with Community Members



Consider Extra Help



Be Patient



Notice the Progress You're Making



eBooks, tools
and templates

RESOURCES FROM STORY POINT CONSULTING

Fundraising Templates

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