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Your nonprofit's annual campaign can take on a remarkable and beneficial life of its own with an injection of intentional sweat equity and making it easy for your audiences to participate.

Right on the Money Creating Your Lasting Fundraising Campaign

Development is the intentional, relational process through which your organization's association with someone grows or changes and becomes more advanced and a positive change in quality of the relationship occurs.



Development



Fundraising campaign components.

- Events
- Corporate and Workplace Giving
- Planned and Major Gifts
- Crowdfunding
- Peer-to-Peer
- Direct Giving

Types of fundraising campaigns.

- Missional
- Tagline
- Theme
- Seasonal
- Membership
- Sponsorship
- A Promise
- Play on Words
- Goal Oriented