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FRIEND RAISING AND FUND RAISING

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Effective Fund Raising consists of different approaches for different groups and goals.

Annual Giving programs should include parent, past parents, grandparent, alumni (ae), friends, and foundations. The school must have a compelling vision of what it represents and of where it is headed. People give to other people and to causes in which they believe. Hence the school must present a focused and powerful story to be successful in building annual giving.

Feasibility studies must be conducted to make capital giving for both building and endowment campaigns realistic. Littleford and Associates can help schools create realistic assessments on which to base their capital campaigns.

Planned Giving should be designed to maximize impact both now and in the future. Investment plans can greatly impact total revenues the school has at its disposal now and over the next decades.

Properly designed volunteer programs assist schools immensely in building morale and effective giving. Techniques for recruiting, developing, and directing volunteers, which need not cost the school a lot of money, can make the difference between lackluster results and powerful outcomes.

Finally, in approaching corporate givers, schools need to know what those organizations are looking for when they award funds. Similarly, the school must be skilled at making and presenting its case to this audience.

These approaches allow the school to build enduring relationships while garnering funds. Both are essential to the continued health of the school.