



# FUNDRAISING: A Blueprint For Your Success

*Build a strong nonprofit  
from the ground up.*

**SEEK A QUALIFIED  
CONSULTANT IF YOU NEED  
HELP ALONG THE WAY.**

## **FOUNDATION:** *Board of Directors*

Every house needs a concrete foundation, and every nonprofit needs a solid Board of Directors. Because a strong base with the right members gives you the support necessary to stand the test of time.

## **FIRST FLOOR:** *Strategic Plan*

With the entryway, living room, and kitchen, this floor needs to be hardworking and functional. Similarly, every nonprofit needs a hardworking and functional strategic plan that explains how time and resources are to be spent to advance strategic goals.

## **SECOND FLOOR:** *Fund Development Plan*

This floor is built after the foundation and first floor are finished. Similarly, a fundraising plan is created after the right Board of Directors is recruited and the functional strategic plan has been created. It provides the playbook for raising the resources to carry out the strategic plan.

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