

# Core Philosophy

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**Abundance**

- rather than **scarcity**

**Strength**

- rather than **deficit**

**Development**

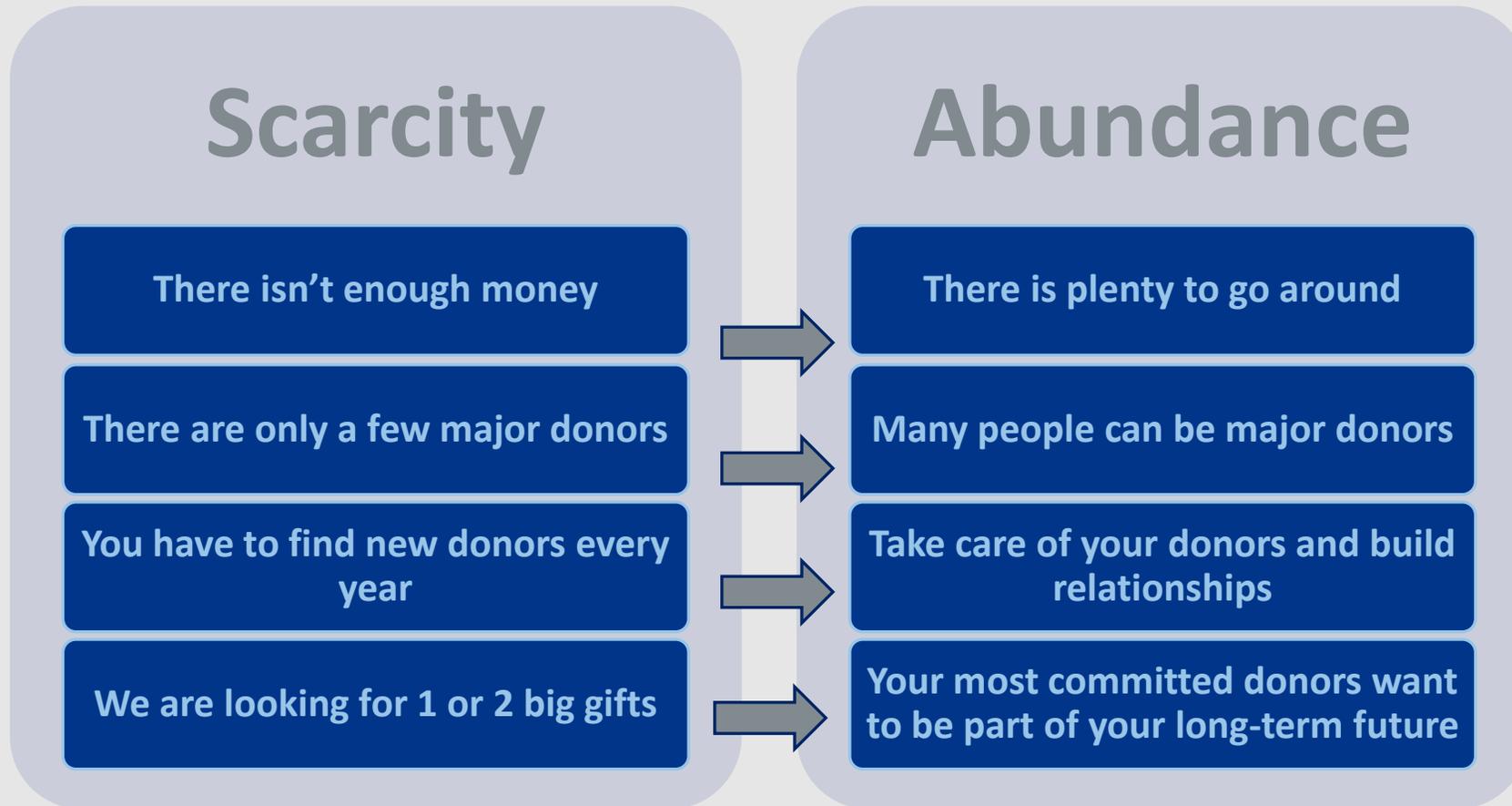
- rather than **fundraising**

*You're not asking people for money.*

*You're asking people to invest in something you **believe** in.*



# Scarcity versus Abundance





# Strengths Rather than Weaknesses

**Identify your strengths and talk about how to enhance them**

What you have  
that is  
extraordinary

(not what  
you lack)

Where your mission  
and vision will take  
you

(not where it  
keeps you  
from going)

Why you are doing  
something that is critical to  
the community

(not what  
you don't do  
well or at all)

# Donor Pyramid



# Necessary Campaign Components



## Attributes/ Characteristics

Mission Alignment

Well-Researched Goal

Purpose/Need  
"Case Statement"

Timeline

## Resources

Human Resources:  
Staff, Board Volunteers

Consultants

Time

\$, Software, Communication  
Strategies