



The Prairie Enthusiasts

Fundraising: Chapter Initiatives



First, What is Fundraising



Photo by Sarah Barron

Doing This



**But
it's
also**

Doing This



Donors need to...

- 1 Learn About Our Mission & Needs
- 2 Be Convinced to Support
- 3 Be Thanked for Their Support
- 4 Hear/See How Their Gift Is Making a Difference
- 5 Be Asked to Renew/Increase Their Support

Chapter Level Initiatives



Tabling



Fundraising Event



Prairie Tours



Chapter Leader Initiatives



Photo by RS Boller

Support TPE's Fundraising By Being An



Advocate

Be a storyteller for the organization.

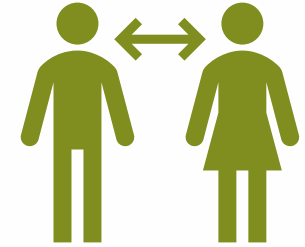
speaking with partners, writing endorsements, leader at events talking about TPE, etc.



Ambassador

Organize events for donors and potential donors to attend.

The primarily goal of the event being to raise funds.



Asker

Ask members or prospective members to:

attend events, join leadership roles, make a donation, etc.

Create Your Fundraising Menu



Choose
3+ but
not all
desserts

Appetizers

- ❑ Provide names of prospective/potential donors
- ❑ Attend and mingle with donors on hike lecture
- ❑ Invite donors to attend a hike, field trip or other event
- ❑ Call, write or email donors to thank them for their gift
- ❑ Advocate for our mission and serve as an enthusiastic ambassador
- ❑ Sign and personalize letters to current and prospective donors



Entrée

- ☐ Be a Spark donor (make a gift of \$1,000+)
- ☐ Become a monthly donor to The Prairie Enthusiasts
- ☐ Include The Prairie Enthusiasts in your will/trust
- ☐ Lead a hike/tour of a property we're stewarding
- ☐ Host a house party or hike for donors to learn more about TPE
- ☐ Accompany staff on local donor visits
- ☐ Recruit potential or existing Spark donors to take up leadership positions (Chapter-level, Board-level or committee)
- ☐ Make calls to members at the end of the calendar year
- ☐ Speak/present at local community groups or business forums about The Prairie Enthusiasts



Desserts



- ☐ Collect other organizations' annual reports, donor lists and programs to send to Chapter Support
- ☐ Forward TPE-relevant emails and newspaper clips to prospective donors
- ☐ Write an article (non-Chapter update) for *The Prairie Promoter*
- ☐ Find interesting speakers for our annual conference

More Information

Full Donor Stewardship Journey
Board Fundraising Positions

Ideas and Questions?
Contact Sarah Barron
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