



Growing Giving Together in 2025

Planning for Year-Round Fundraising Success

Meet Your Coach

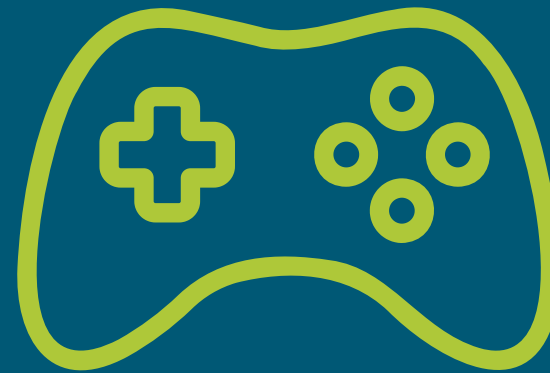


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Before we start...



Take space, make space.



Be game!



**No wrong answers – your win is
your win.**

Bottom line up front

1

Ensure success by naming it first.

2

Ensure success by considering your audience.

3

Ensure success by making a plan.

Agenda

- 1 Planning for Results
- 2 Planning for Audience
- 3 Planning for Identity
- 4 Planning for Timeline
- 5 Planning for Measurement

A note on the funding landscape...

Planning for Results

RESULTS

01

**What do you want
to accomplish?**

02

**Why do you want
to accomplish it?**

Planning for Audience

AUDIENCE

01

Who are your key supporters?

02

What do they love about you?

03

What do they respond to?

Planning for Identity

5 Parts of an Effective Ask

- 1 Problem
- 2 Solution
- 3 Why You
- 4 Why Them
- 5 How to Give

IDENTITY

01

**Why are you right
for this work?**

02

**What makes you
unique?**

03

**How should
supporters feel?**

Planning for Timeline

TIMELINE

01

What do you want to replicate?

02

What's already on the calendar?

03

Is there time for follow up?

TIMELINE

CONTINUED...

04

Which dates are no gos?

05

Who must do what and by when?

06

Where does it fit on the donor cycle?

The Donor Cycle



Planning for Measurement

MEASUREMENT

01

**How are you
tracking
accountability?**

02

**What data do you
need to meet goals?**

03

What's missing?

Questions?

**I'll
leave you
with this...**

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