



Building a Reliable Stream of Revenue Through Individual Giving

Resource Links

Workbook and Fundraising Toolkit

This toolkit includes information on annual planning, direct mail campaigns, and the most current version of our annual planning workbook (used at the 2019 pre-conference workshop).

<https://network.bestfriends.org/resources/best-practices/animal-shelter-fundraising-turning-ideas-action>

2018 Digital Community Power Hour Series

This series includes sessions on marketing (made simple), how to run a digital year-end campaign, and unleashing the power of planned giving.

<https://network.bestfriends.org/resources/webinars-and-presentations/2018-digital-community-power-hour-webinar-series>

Foundation Partnerships Webinar Series

This series crafted by our Foundation Partnerships team takes you through all the critical steps from identifying potential grantors for your agency to building and stewarding relationships. Remember that foundations are made of individuals!

<https://29563591-network.s3.us-west-1.amazonaws.com/inline-files/Digital%20Community%20Grant%20Webinar%20Series%20Topics.pdf>

Year-End Giving Happened. Now What? (Stewardship)

<https://www.youtube.com/watch?v=QBre42morNU>

Community Awareness: The Foundation of Fundraising

<https://www.youtube.com/watch?v=Pq9zHpxd038>

CRM Solutions: Choosing a Data Management System for Your Nonprofit

<https://www.youtube.com/watch?v=hFn3CslhDOY>

Show Me the Money! Parts 1 and 2

Explore fundraising fundamentals in part 1 and increase your knowledge of the fundraising process (no matter what tactics you choose) in part 2.

<https://www.youtube.com/watch?v=xzhLzXPi80E&feature=youtu.be>

<https://www.youtube.com/watch?v=FZtxom69csU&t=128s>

You can also search our webinar archives for additional fundraising topics:

<https://network.bestfriends.org/resources/webinars-and-presentations/webinar-archive>

Something Different!

If you love to try new learning methods, check out this self-guided module on social media fundraising that we piloted last year with the help of Harris County, TX partners! Would you like more modules like these? What fundraising topics? Let us know!

<https://rise.articulate.com/share/KruGQk7mCjWg20ptTqRRiSv5VltA1yYn>

Preview of Coming Attractions: August – December 2019

This fall, we'll be recording the wisdom of some of our most seasoned fundraisers and uploading those recordings so you can access them. To stay current on this project's status, or to become a Best Friends Network partner, visit: <https://network.bestfriends.org/>

Your Best Friends 2019 Fundraising Workshop Team

- Annual Planning and Direct Mail: Barbara Camick, Carly Dy-Buncio
- Digital: Amy Starnes
- It's All About the Relationship Panel: Kelly Cramer (Foundation Partnerships), Sharon Krinsky Davis (Major Gifts), Andrea Grane (Planned Giving)
- Facilitator: Trish Tolbert