

FUNDRAISING 101

1 Mission Statement



8 Gift Acceptance Policies



15 Integrated Marketing & Communications Efforts



2 Vision Statement



9 Fundraising Policies & Procedures Manual



3 Strategic Plan



10 Support of the Leadership Team



16 Development Process



4 Case for Support



11 Bridge to the Finance Office



17 Solicitors & Relationship Builders



5 Annual Plan & Master Calendar



12 Advisory Council



18 Stewardship Plan



6 Articles & Bylaws



13 Database/Software Program



19 Philanthropic Temperature



7 Job Descriptions, Personnel Policies, & Staff Evaluation

14 Cost per Dollar Raised (CDR)



20 Fundraising Education & Resources



ZIELINSKI COMPANIES



2150 Hampton Avenue
St. Louis, MO 63139
1.800.489.2150
www.zielinskico.com