



FUNDRAISING 101 CHEAT SHEET

Raise Money • Build Community • Tell Your Story



GOAL

\$ _____



Ask Yourself

- 🧑‍🤝‍🧑 Why does this project matter?
- ❤️ Why should people care?
- 💰 Minimum needed?
- ✨ Ideal budget?
- 🗨️ What can be donated?
- 📦 What can be shared?



Play to Your Strengths

- 🎨 Design
- 🗣️ Communication
- 🎭 Performing
- 🤝 Relationship Building
- 💡 Problem Solving
- 📅 Organization
- 🔥 Passion
- 🌈 Creativity



Don't Fight Yourself

- ❄️ Cold calls
- 📄 Endless paperwork
- 📁 Tedious tasks
- 🐇 Software rabbit holes
- 🧑‍🔬 Difficult collaborators
- 📅 Rigid schedules



Grants

- 👍 Large awards
- No rewards needed
- Validation
- ⚠️ Competitive
- Paperwork
- Slow timeline



Crowdfunding

- 👍 Mobilizes community
- Fast funding
- Great for productions
- ⚠️ Full-time campaign
- Rewards required
- Heavy promotion



Events

- 👍 Community building
- Show your vision
- Create excitement
- ⚠️ Can be expensive
- Lots of logistics
- Watch your budget



Individual Donors

- 👍 Personal outreach
- Fast responses
- Flexible gifts
- ⚠️ Must make the ASK
- Needs relationships

Raffles

- Great prizes
- Easy entry point
- Pair with events
- ⚠️ Need participation

Peer-to-Peer

- 🏃 Walkathons
- 📖 Readathons
- 🚴 Challenges
- ⚠️ Best for large communities

Auctions & Sales

- 🖼️ Sell artwork
- 🎨 Unique experiences
- 💎 Silent auctions
- ⚠️ Needs inventory

Matching Gifts

- 📁 Employer matches
- 📈 Double donations
- 🏠 Low cost
- 🔍 Requires donor research



Strategy Formula

✨ Vision → 📅 Plan → 🍷 Relationships →
 Outreach → 💰 Fundraising → 🎉 Event →
 Follow-up → ❤️ Stewardship



Workshop Reminders

- 🌱 Start with relationships, not money.
- 🎯 Match fundraising to your strengths.
- 🧑 People fund people.
- 📖 Tell a compelling story.
- 🌍 Every event is an invitation into your world.
- 🙌 Thank everyone.
- 💡 Fundraising is ongoing—not a one-time campaign.