



# Nonprofit Fundraising Success Path

Complete each stage before you move on to the next.



## Getting Started

- Idea for a nonprofit
- Decision to start one
- Write a mission statement
- First Board



## Building A Solid Foundation

- Charitable registration
- First 5 key volunteers
- Accounting system
- Logo/branding
- Basic website
- Social media accounts
- 100% Board giving
- First organizational budget
- Donor management software



## Growing Strong

- First fundraising plan
- Board engaged in fundraising
- Donor acknowledgement plan
- Monthly e-newsletter
- 1,000 active donors
- 50 monthly donors
- Signature event
- Grant deadline calendar
- 10 major donors



## Getting Fully Funded

- Fully funded budget
- Operating reserve or endowment established
- Fully staffed
- Building a development team
- 100% Board helping with major gifts
- Planned giving in place
- Ready for capital campaign (If needed)

