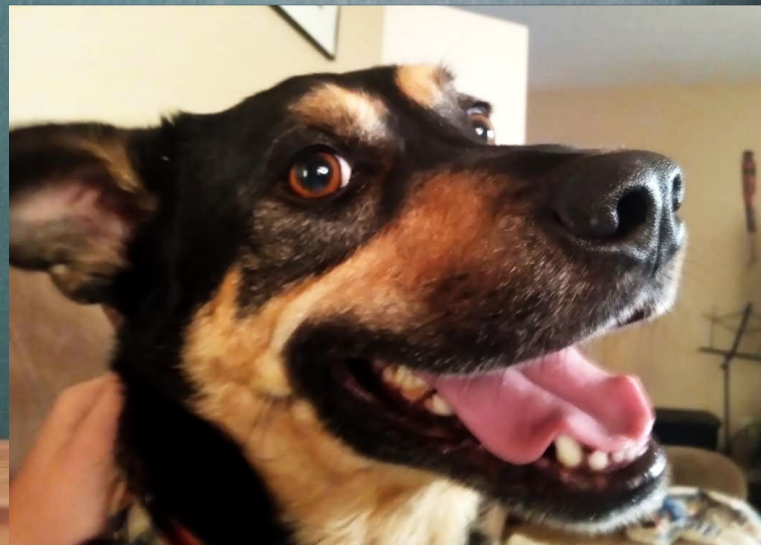


Nice to  
meet you.



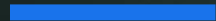
why wise  
FUNDRAISING



# Why This And Why **PERSUADE?**



**Because... The Copier. At Harvard.**





The  
Target  
Population

WHICH is WHY...

But also,

Melissa.

LI%  
Racial/Ethnic  
Age  
Gender  
GEOGRAPHY  
Specific Quas



# The Need Statement

- “That is WHY...
- The Students.
- The organization/school.
- The Community.

***DO ALL THREE.***

What do they want to know?



What problem am I solving with this \$\$

But also,  
Melissa.

# The PROGRAM DESCRIPTION

- “Because...”
- **What we’re seeing...**  
**We’ve found...**  
**How we adapted.**
- **Narrative Format.**  
**Melissa arrived at school...**



# Sustainability

What do they want to know? Realllly...

1. The Board/leadership Commitment. (Core Mission)
2. You know.
3. NOT will it continue. But

**HOW GOOD WILL IT BE?**

# OUTCOMES and CAPACITY

## What do they really want to know?

- You DO stuff. Are you any good at it?
- If you have some good ones, don't just put what you will measure, put last year's results!
- Explain that these are not grade-scaled.
- Put your best one first.
- QUALIFIED participants.
- What's the easiest, way to track.



- Is my money safe? Can you really measure this? You're not YAHOOOS are you?
- Work in your internal controls and every review or audit.
- Get some PRESENCE. Be in committees. Win an award. **(Hey, JANE!!! Hey, CFNEK!!!)**
- List the system... (If you have to, "AI Factory")
- Anything about WHY US.

**A couple quick things about Budgets and other Attachments.**

**What do they really want to know?**

**MY PART- \$\$\$.** YAHOOOS.

**Ok, but what do**

**I Want Them to Know?**



**Budgets: Clarity > Accounting. Highlight THEM.**

**Board Roster: Demos? GIVING. Involvement?**