

# NONPROFIT FUNDRAISING CHECKLIST

## PLAN

- Nonprofit registration completed at [NWA.gives](https://nwa.gives)
  - Transformational & tangible *Impact Goal* for NWA Gives.
  - Aggressive, but achievable *Fundraising Goal* for NWA Gives.
  - Project timeline for key deliverables and milestones.
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## TEAM

- Board ownership, commitment, and stated plans for involvement.
  - Volunteer and staff role clarity and engagement plans.
  - Major donor strategy and prospect list.
  - Strategic partnerships with influencers in your space.
  - Strategic PR partners. (press, media, social media)
  - Matching funds from corporate sponsors and/or major donors.
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## TECH

- NWA Gives Fundraiser set up with custom branding (Pure Charity will send instructions after you register)
  - Dedicated landing page on your website for NWA Gives promotion.
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## STORY

- 3 impact stories to tell and retell related to your Impact Goal.
  - Style guide and design assets, including photography and video.
  - Website communication plans, calls to action, and visitor flow defined.
  - Email communication strategy and plans for before, during, and after event.
  - Social media & live video plans for before, during, and after event.
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- Celebration communication plans and design assets.
- Follow-up and thank you communication plans, customized for giving levels.



WANT HELP CHECKING ALL  
THOSE BOXES?

**Contact Jesse Lane for Fundraising  
Strategy & Support**



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