



# Nonprofit Fundraising Checklist

## Step 1: Set the Plan

- Nonprofit registration completed at NWAGives.org
- Transformational & tangible Impact Goal for NWA Gives.
- Aggressive, but achievable Fundraising Goal for NWA Gives.
- Project timeline for key deliverables and milestones.Team

## Step 2: Build Your 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 area of work.
- Strategic PR partners. (press, media, social media)
- Matching funds from corporate sponsors and/or major donors.

## Step 3: Tell Your Impact 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.

## **Step 4: Build Your Fundraising Page**

- 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.

## **Step 5: Execute the Plan**

- Execute, execute, execute...the plan.

## **Step 6: Celebrate**

- Celebration communication plans and design assets.
- Follow-up and thank you communication plans, customized for giving levels.