



Fundraising tips from CCS Fundraising (Thank you Dana Butler Moburg from PATH Intl. Premier Accredited Center The JF Shea Therapeutic Riding Center)

1. Stay Calm and Carry On – The inclination is to “circle the wagons” and cut programs and fundraising in an effort to conserve resources. While money needs to be spent smarter, those organizations that stayed the course in difficult times continued to raise funds – certainly more than those who pulled back. Just as important, those organizations which put campaigns on hiatus were among the last to experience the uptick when it take hold.
2. Keep Communicating – Your “family base” of participants, participant families, volunteers, donors, and community want to continue to hear from you – especially if the economic strain is impacting your organization. Further, your donors need to be thanked for supporting you.
3. Ask for What You Need – Your organization’s mission has not changed – nor have those you serve gone away. In fact, the strain potentially has increased for those you serve. As a result, you have not only the right, but the responsibility, to be out there sharing with your family what is needed.
4. Giving is Healing – We have all experienced that “giving makes you feel good.” Well, now we have medical studies showing that giving is truly healing.