



# Before you begin: A fundraising conversation starter

A quick guide to help you gather ideas, clarify your goals, and start strong.

## 1. Think through your purpose and goals.

What do you hope to accomplish with this campaign? How does it connect to your mission and to the people you serve? Take a moment to jot down your thoughts and think about how you might invite your community to rally behind it.

## 2. Consider your team and resources.

Think about who can help bring your campaign to life, whether it's managing outreach, sharing updates, or following up with donors. Gather what you already have (stories, photos, videos) and note what you might still need. A little early coordination will go a long way once you launch.

## 3. Brainstorm campaign types.

Donation drive, auction, a-thon, raffle—what type of campaign feels most aligned with your mission? Take a look at what's worked for others and gather a little inspiration. Which formats fit the need you're meeting, and what would resonate most with your community?

## 4. Reconnect with your story.

Reconnect with the why behind your mission. What moments or emotions come to mind? Write them down. Those are often the sparks that move others, too. A heartfelt story means more than any stat.

## 5. Think about what resonates with you.

As you start imagining how you'll share your campaign, pay attention to the emails, flyers, and social posts that catch your eye. What makes you pause or feel inspired? Snap photos or save examples that stand out; you can draw from them when you're ready to build your own campaign.

*We can't wait to learn more about your goals and help bring your next campaign to life.  
When you're ready, [schedule time](#) with one of our experts.*