

TABLE OF CONTENTS

1.	Preface and Introduction	1
2.	Fund Raising Plans	3
	Making Your Friends and Funds Grow: The Basics	
	How to Secure the Right Leaders for Fund Raising	
	Your Own Approach and How to Find It	4
	Pre-Meeting Outline	
	Engaging Your Board and Volunteers	
	Key Components of the Fund Raising Plan	5
	How to Keep Volunteers Motivated to Help with Fund Raising	
	Sample Documents	
3.	Why Membership?	
	Best Reasons to Establish a Membership Program	7
	Steps for Developing a Successful Membership Program	
	Methods to Acquire Members	9
	The Membership Brochure: Strategies for Distribution	10
	Measuring Member Acquisition Success	
	Membership Renewals	
	Member Events	11
	Board and Staff Roles for Membership	
	Garden Case Study	
	• Friends of the Van Vleck Gardens	13
	Sample Documents	
4.	Special Events	
	The Pulses of Planning a Special Event	15
	The Minuses of a Special Event	
	Creating the Event	16
	Pick the Idea	
	Gather Additional Facts	17
	Consider These Questions	
	Create a Detailed Plan	
	Case Study	
	• Friends of the John Hay NWR	19
	Sample Documents	
5.	Appeals for Funds	
	Annual Fund Appeals	25
	Keep the Following Nine Points in Mind When Planning and Executing Annual Fund Drives for Your Garden	
	Ensuring Continued Giving by Donors	26
	Who Does What: Board, Volunteers, Staff	
	Upper Level Annual Giving Appeals	27
	How to Start	
	The Importance of Accurate Information: The Need for a Fund Raising Database	30
	Sample Documents	
6.	Securing Public Support	
	Do Your Research to Understand Your Market	34
	Develop Your Marketing Strategies	

Public Relations Ideas	
Ideas for Creating News for Your Organization, to Promote to the Media	35
How to Make It All Come Together	
Sample Documents	
7. Grant Writing	
What Kinds of Projects Are Best Suited for Grant Funding?	37
What Are the Different Entities Called “Foundations?”	
How to Build a Relationship with a Foundation, and How to Apply for a Grant	39
Sample Documents	
8. Capital Campaigns	
Introduction	41
What is a Capital Campaign? How Does it Differ from Annual Fund Raising?	
Why Do a Capital Campaign?	
Campaign Readiness	42
Use of Campaign Counsel	43
The Capital Campaign Process	
Planning and Leadership	
Prospect Identification and Research	44
Cultivation	
Solicitation	45
Stewardship	47
Campaign Trends and Special Considerations	
Bricks and Mortar, Endowment	
Garden Image and Visibility	
Timeline and Expense	48
Donor Satisfaction	
Garden Case Study	
• Van Vleck House and Gardens	51
Sample Documents	
9. Emergency Fund Raising	
Structure Committee Assistance	55
Determine Short and Long Term Goals	
Develop a Case for Support	
Evaluate Areas to Pursue for Funding	56
Create a Team Approach	
Develop Deadlines for Each Proposed Funding Strategy	57
Evaluate Success	
Develop a Well Thought-through Strategy for the Next Three to Five Years	
• Garden Van Vleck House and Gardens: Timeline Sequence for Establishing the Organizations and Fund Raising Efforts from 1993—2000	59
10. Bibliography and Reference	63
11. Appendices	
Sample Development Plan	