



Building Your Personal Fundraising Strategy

To reach your goal, you need a solid plan. There are many paths to success, but they all start with a defined objective. Don't be afraid to challenge yourself. You'll be surprised and excited when you exceed your expectations. Here's how to get started:

1. Create a List and Check it Twice – Put together a contact list of emails, addresses and phone numbers for anyone and everyone you plan to approach. Don't be shy. You'll find people will be honored that you've asked them to be a part of this special project. Update your list frequently, adding new contacts as you meet them.
2. Create a Schedule – Start early. Set deadlines and stick to them.
3. Do What You Do Best – Consider the ideas that work best for you. Keep your schedule in mind and be realistic about what you do.
4. Keep Costs Low – Don't spend more than you can raise from a single event. Spending should never exceed 20% of your total funds raised.
5. Make it Personal – Let your passion and commitment to the CAF and your goals form the foundation of all your written and oral communications.

Tips from CAF's Fundraising Superstars

From the beginning, CAF has been blessed with dedicated, driven fund-raisers.

- **Think Big** – Don't be afraid to go for big numbers.
- **Please is Good, but Thank You is Better** – Thank donors promptly to build donor loyalty and long-term relationships.
- **Send Reminders** – Follow-up with people on your list you haven't heard from yet.
- **Reward Your Donors** – Take advantage of CAF's unique incentives to show your appreciation to big contributors.
- **Don't Forget the Taxman** – Make sure donors know that their contribution to CAF is tax deductible (Tax ID# 33-0739596).
- **Use the CAF tools** – Use the