

## **Fund Development Basics**

### **What is fund development?**

*Fund Development is a prolonged effort to build the endowment or capacity of an organization so that it will be able to carry out its goals better well into the future. It creates sustainable growth through relationships with donors who see the value of their contribution.*

### **How is Fund Development different from Fundraising?**

*Fundraising is typically one-time/one purpose and doesn't have a long term goal. Fund Development works to improve an organization's ability to serve its mission in the future.*

### **How do I do Fund Development?**

*There is no single fund development strategy. Every plan should be tailored to fit the needs and the ability of your community, your YAC and your donors.*

*Some ideas include:*

- *A Donor Ask*
- *An Annual Donor Dinner*
- *A Grant*
- *A Contribution to your own YAC*
- *One of 701,293 other things you could do that will inspire people to donate to your YAC!*

### **What do I need to remember about Fund Development?**

- *Be professional*
- *Work closely with your Community Foundation*
- *Establish Goals*
- *It's a long-term process, be prepared to work harder than you would on any old fundraiser.*
- *Remember that your goal is to not just convince someone to give you money, but to establish a long-term relationship between them and the YAC.*