

# Fundraising 411

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Why  
Fundraising?

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Friends,  
Foundations &  
501(c)3s, oh my!

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More about capital campaigns...

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Consider Your Human Capital!

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### Roles to be filled

In Sunapee:

- ❖ 10-12 people actively involved: chair, secretary, treasurer, donor database administrator, liaison to Board of Trustees, library director (*ex officio*), event planners
- ❖ 3-4 people who made the ask for large donations
- ❖ Another 12-15 who remained actively informed on our "Advisory Committee"

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## Should we hire a professional?

- ❖ Assess your human capital
- ❖ Think carefully about how your community might receive a "stranger"
- ❖ In Sunapee we hired a professional along the model of "Phone-a-Friend"




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You can do it!

"If I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning."  
-Mahatma Gandhi

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## Image & Quote Sources

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