

Fund Raising in Difficult Economic Times

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Moderator: **SHARON MONCK** -- Advisory Council Chair, *Area Agency on Aging – Serving Napa and Solano and
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MANY WAYS TO COMMUNICATE WITH DONORS

- Personally
- Telephone
- Email
- Letters
- Social Media
- Grant Proposals
- Case Statements

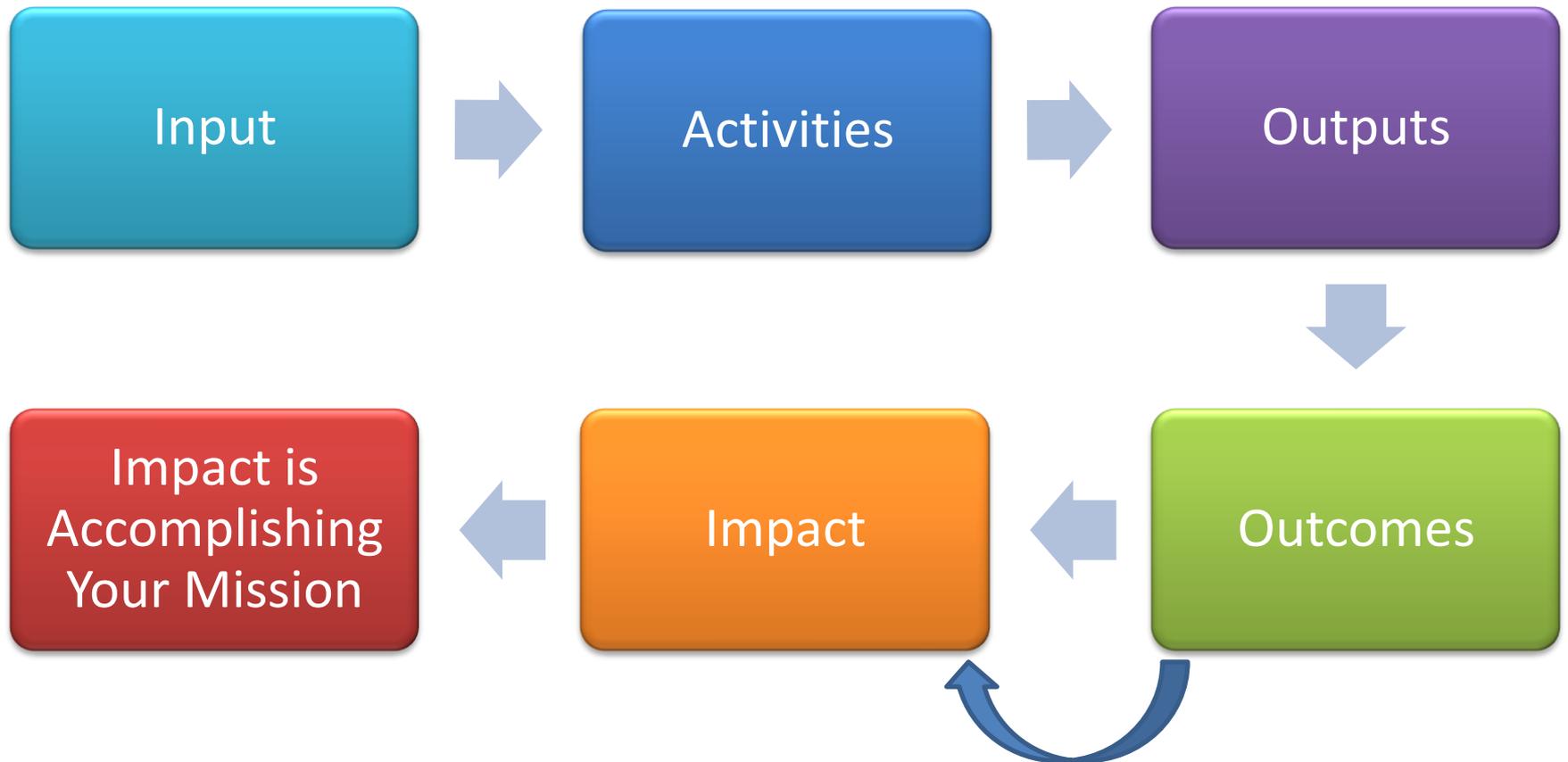
Fundraising Messaging

BUT WHAT IS THAT DONORS WANT?

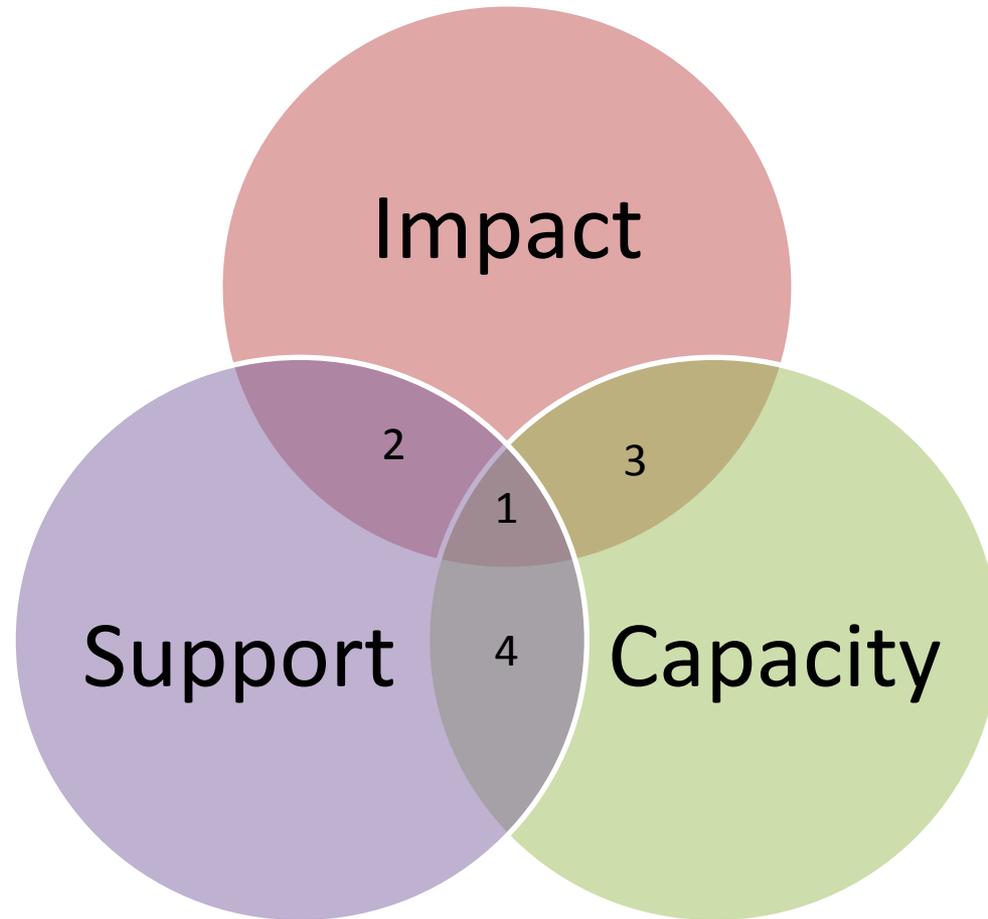
- ROI (Return On Investment)
- To know that their \$\$ are making a difference
- To know that their \$\$ are being spent where they do the most good

Donors want IMPACT!

Logic Model for Fundraising



Organizational Readiness





Senior
Community
Centers

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