



BUILDING FUNDRAISING FUNCTION ORG BOARD

The following is a basic function org board for your Ideal Org Fundraising team. This function org board is in alignment with your OT Committee Org Board and your Fundraising Department is in Division Two.

You will find as you build your committee you will need more people in specific areas and there will be additional posts you will want to add.

DIVISION TWO DISSEMINATION DIVISION

DEPARTMENT 4 Orientation	DEPARTMENT 5 Understandings	DEPARTMENT 6 Enlightenment
DEPARTMENT OF PROMOTION AND MARKETING	DEPARTMENT OF PUBLICATIONS	DEPARTMENT OF REGISTRATION

DEPARTMENT 4 DEPARTMENT OF PROMOTION & MARKETING DIRECTOR OF PROMOTION & MARKETING

FUNDRAISING PROMOTION & MARKETING SECTION FUNDRAISING PROMOTION & MARKETING I/C

In liaison with the org, Promo Dept does surveys, prepares fundraising letters and promo, newsletters, donation envelopes and prepares mailings to solicit donations. Provides photos, plans, successes, commendations and hats and whips (promotional items such as T-shirts, key chains, pens, caps, etc.) for use in promoting and marketing the Ideal Org project. Where applicable, promotion for the Ideal Org is included in the org mag, etc. Maintains a fundraising station on org premises which is clearly visible and which has phones available and can also be used for call-in and registration.

DEPARTMENT 6 DEPARTMENT OF REGISTRATION DIRECTOR OF FUNDRAISING

Oversees all fundraising. Holds weekly fundraising meetings, either after or separate to weekly OT Committee meetings, where all hatted fundraisers meet to coordinate weekly production.

DEPUTY DIRECTOR OF FUNDRAISING

Helps Director of Fundraising with organizing actions to back up production. Establishes, keeps up and maintains the database that has all donors and their status levels and supplies this data to all sections of the fundraising committee that require this for events, call-in, commendations, etc.

PROSPECT COLLECTION AND QUALIFICATION SECTION PROSPECT COLLECTION OFFICER

Collects prospects from all sources (OT Committee members, referrals and from prospecting at the close). Breaks these down into Top Third, Middle Third and Lower Third based on data to hand and forwards the data to appropriate fundraising area. Cross checks database against Reg knowledge; WISE memberships, donations made to other sectors, etc., to identify potential donors of all categories. Maintains a database of all prospects with key data on pledges, donations and other vital data.

TOP THIRD FUNDRAISING SECTION

Identifies those who can potentially donate \$50,000 and up. Has teams of fundraisers who visit and close the large donors. Liaison with authority tags on potential large donors for appointments/closes. Utilizes FSMs for these potential large donors as appropriate to help close them. Follows up and collects on Top Third pledges.

MIDDLE THIRD FUNDRAISING SECTION

Organizes and holds fundraising "galas" for prospects who can potentially contribute \$5,000 to \$50,000. These events can include auctions, mass registration events, house parties, etc. Pre-closes as many donations as possible prior to the event. Has call-in personnel who get THIS PUBLIC to events, then uses TOP fundraisers/speakers to motivate attendees. Utilizes org FSMs and other FSMs to help reg Middle Third prospects who are on their lines. Follows up and collects Middle Third pledges by personal follow-up or automatic monthly deductions from credit/debit cards.

LOWER THIRD FUNDRAISING SECTION

Mails letters to potential donors. Distributes newsletters and promotion. Holds small events to raise funds and gets the word out that an Ideal Org is being built in this community. Does phone promotion and solicitation to Lower Third prospects.