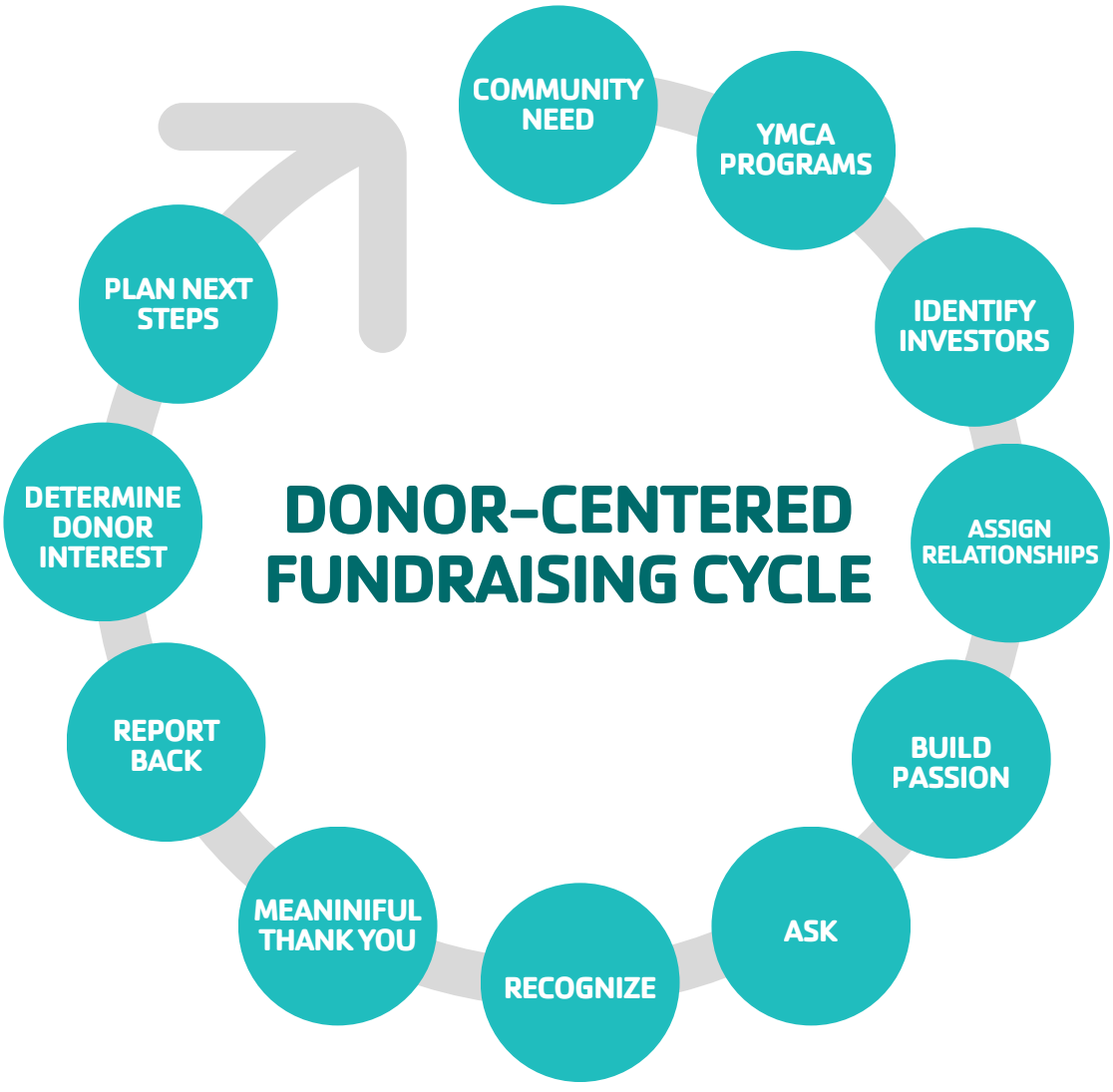
# FUNDRAISING CYCLE

## DONOR-CENTERED

The most effective fundraising programs—in the Y Movement and beyond—understand that giving is a personal decision that expresses a donor's values and interests, as well as his or her confidence in an organization and its plans. The donor-centered fundraising cycle, shown below, is the process by which your YMCA can engage donors, build their interest in your mission, secure their largest possible gifts, and ensure their satisfaction.





# FUNDRAISING CYCLE

## DONOR-CENTERED

### COMMUNITY NEED

The cycle begins with identifying the critical social issues and community needs in the Y's areas of focus: youth development, healthy living, and social responsibility.

### YMCA PROGRAMS

In order to address community needs, a YMCA develops programs to meet these needs and determines the financial resources necessary to support these programs.

### IDENTIFY INVESTORS

The cycle begins with identifying the critical social issues and community needs in the Y's areas of focus: youth development, healthy living, and social responsibility.

### ASSIGN RELATIONSHIPS

In order to address community needs, a YMCA develops programs to meet these needs and determines the financial resources necessary to support these programs.

### ASK

Ater the need is understood by the prospects, it's time to ask them to volunteer and/or give a contribution in support of the YMCA's project.

### RECOGNIZE

Promptly confirm each donor's or volunteer's commitment in writing to show your Y handles gifts and volunteer support professionally.

### MEANINGFUL THANK YOU

Thank investors in a way that is personally meaningful to them.

### REPORT BACK

Share with donors and volunteers how the dollars raised addressed community issues and helped their neighbors.

### DETERMINE DONOR'S INTEREST

Get to know donors' and volunteers' values and interests, and match them to their next step, whether that's a leadership role, a bigger gift, or a new initiative. Documenting these conversations builds the foundation for future major gifts and leaders.

### PLAN NEXT STEP

By planning the next step with donors and volunteers, you help them feel like they can really make a difference through the YMCA.