



*Building
sustainable
communities....*

Community Fund Development is designed for community based organizations, municipal leaders and staff.

Learning outcomes include research sources for potential funders and effective proposal writing techniques.

COMMUNITY
FUND
DEVELOPMENT

STEPS TO SUCCESS
WORKSHOP SERIES



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Saskatchewan Economic
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A Comprehensive Approach

It is no secret that public sector funding programs have been on the decline for a number of years. Securing financial support for community and not-for-profit programs, projects and services now requires a comprehensive and research based approach.

SEDA developed Community Fund Development to support the increasing demand for fundraising in a community economic development context. We encourage staff and volunteers to establish a strategy which targets multiple sources of financial support, and to consider establishing their own community based revenue stream.

Infrastructure, facilities, programs and special events are just a few examples of community initiatives that will benefit from a proactive and integrated strategy.

Starting with goal setting and researching an inventory of potential funders, Community Fund Development takes participants through six learning segments to equip them with effective fund acquisition techniques. Participants will leave with worksheets to develop their own fund development plan.

Contact the SEDA office to host a workshop in your community or region.

The workshop features six key learning segments.

1. The Plan

- Organizational asset inventory
- Setting fundraising goals
- Diversifying the funder mix
- Developing a fundraising calendar
- Evaluating results

2. The Funder

- Sourcing funding partners
- Types of funding provided
- What they need to know and why

3. The Request

- Key elements of a strong proposal
- The approach and post request actions

4. Grass Roots Fundraising

- Donor campaigns, special events and crowdfunding

5. Establishing Long Term Revenue Generation

- Community Foundations and Community Development Corporations

6. Role of Public Relations in Fundraising

- Image and key messaging
- How to conduct a media interview
- Tools for reaching the public

