**Mentored Fundraising Assignment Three Homework Instructions**

**6-Month Mentored Nonprofit Fundraising Certificate Program**

**Center for Sustainable Development.** <https://nonprofit.csd-i.org/nonprofit-fundraising-training-certificate/>

**This week’s resources:**

Class Home Page for Mentored Fundraising

Fundraising Assignment 3 Discussion

Magee Example of Fundraising Assignment 3

**Assignment 3. What does your nonprofit do?**

**Specifically, in a sound bite, let's make this sound attractive to your new, potential supporters.**

First: Get specific about what your nonprofit does that will answer the wants, needs, motivations, questions and burning causes that your potential supporters have. Focus on the goal that you prioritized in A1 and in A2.

**Part 1:**

Paste in your prioritized goal from A2 right over the top of mine in my example assignment.

**Part 2:**

Copy/paste the list of the types of new supporters you are looking for organized by the goals that you established from last week in Assignment 2. Leave space beneath each of the types of supporters in this list for adding sound bites about what your nonprofit does that would be very appealing to them.

List positive things that your organization does that would compel potential supporters to engage with you: people, numbers, results, goals, successes, outcomes, photos, stories.

**What does your nonprofit do that is phenomenally interesting to your supporters?**

Specifically, in a sound bite, let's make this sound attractive to your new supporters. Put yourself in their shoes; think like they think.

* What are your causes' challenges?
* What are your nonprofit's solutions?
* Who benefits—or what causes benefit?
* Are your solutions enduring?
* What is your unique selling proposition (USP)?
* Do you have stories about your clients, volunteers, staff or donors?

**Action:** Create a picture of an aspect of one of your programs or events that your supporters can touch taste and feel.

Place the sound bites that would be interesting to donors under donors. Interesting to volunteers under volunteers and so forth.

A sub-goal of this week's assignment is to create a template that you can revise and improve as you uncover new information in future assignments. Also, this template can be edited for describing new types of supporters that you may need to target as you develop new goals in the future.

**Part 3.**

**Action:** Continue your campaign template collection by using my example of this week's assignment as your template and adding it to your campaign notebook along with the templates from the first two assignments.

**Homework:** Follow the Magee Project Example exactly in order to turn in your homework assignment—it is the format we are looking for. Pull it up on your screen and type right over the top of what I've written. This will really speed up the process for you—and also continue the process of creating a set of templates for speeding up the development of future campaigns.

**The complete Assignment Three homework to turn in:**

1. Provide your simple list of groups of supporters you identified organized by your prioritized goal from A2.

2. Write in sound bites specific to each type of supporter.

3. Slip this assignment 3 template into your campaign notebook. Save your assignments electronically too in one easy to find location so that you can copy paste into future assignments.

Congratulations! At the end of three weeks you will have:

1. A highly specific goal for developing a new campaign for connecting with supporters online.
2. A well defined list of the types of supporters you need to engage with in order to fulfill your goal.
3. A list of compelling things that your nonprofit does that will address what your supporters are looking for.

**Go to Magee's Example Project Assignment 3 to see what this could look like.**

See you next week in Assignment 4.

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