**Student Title: Magee, Tim Mentored Fundraising Assignment 2**

**Student Date: Student Date Goes Here**

**Magee Example Mentored Fundraising Project Assignment 2**

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

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

**Use this Document as your template for your assignment.**

**Assignment 2.** Get specific: Who exactly are these new nonprofit supporters you are hoping to reach? What causes do they want to support? Where do they look for causes to support? What information do you already have about current, similar supporters? Compile this information and place it beneath your prioritized goal.

**Part 1.** Identify a simple list of supporters for your prioritized goal from A1. Compile basic information about them that you already probably have at hand.

I sat down with of the goals that I listed in Assignment 1 and thought about who the supporters were for each of the goals. In some cases (like the volunteers) it was easy, because we have information about who they are, where they live, what their special skills are and what their motivations were for volunteering.

Donations were a bit more complicated, but we did have a name, gender, their location and donation amount.

Subscribers were also a bit complicated, but again, we had a name, gender, and their location.

**Part 2. Connect your supporter information to your goals from A1.**

Here is our goal list from last week augmented with the information that we have about their supporters.

**Please note:** I augmented all three goals with information about supporters. You only need to do it for your one prioritized goal.

**Preliminary Goal 1: Increase Volunteers in Our Growing Food Bank Programs**

* Adult community members; 55 to 70 years of age; 65% women; Contributing to the community, helping those in need and friendships are the motivation. Where: online, churches and community gatherings in Claremont and surrounding communities.
* High school volunteers; 16 to 18 years of age; high schools promoting community engagement is the motivation. Where: Claremont High
* University volunteers; 21 and 22 years old; volunteer requirement as part of the graduation process is the motivation. Where: colleges in Claremont and surrounding communities.

**Preliminary Goal 2: Increase Donations from Individuals**

* Individual donors; 30 years to 70 years of age; 65% women; hoping to have a positive impact on the hunger is the motivation. Where: online, churches and community gatherings in Claremont and surrounding communities.
* Former volunteers; 55 years to 70 years of age; 65% women; hoping to have a positive impact on the hunger is the motivation. Where: Claremont and surrounding communities.
* Local supermarkets and restaurants; corporate social responsibility is the motivation. Where: courtesy calls in Claremont and surrounding communities.

**My Prioritized goal from A1 which I am going to focus on in this training program.**

For the purposes of this course, focus on the supporters of the goal you prioritized for your first campaign in Assignment One.

**This is the prioritized goal and its supporter base to be used in this training course:**

**Prioritized Goal 3: Increase Newsletter Subscriptions from Targeted Subscribers**

* Community members; 45 to 70 years of age; 62% women; hoping to have a positive impact on the hunger is the motivation. Where: online, churches and community gatherings in Claremont and surrounding communities.
* Potential Donors; 45 to 70 years of age; 62% women; hoping to have a positive impact on the hunger is the motivation. Where: online, churches and community gatherings in Claremont and surrounding communities.
* Potential volunteers; 30 years to 70 years of age; 65% women; Contributing to the community, helping those in need and friendships are the motivation. Where: online, churches and community gatherings in Claremont and surrounding communities.
* Our clients who utilize our food bank and potential new clients; 2 years to 80 years of age; 65% women; hoping to gain access to nutritious food. Where: online, churches in Claremont and surrounding communities.

With this information, we're going to try and segment these new subscribers through the call-to-action webpages into three separate lists so that we can send targeted newsletters to the three new lists that will encourage them to 1) donate, 2) volunteer, or 3) utilize our services.

Although I have listed several ways to find these supporters (online, local gatherings, visits), for the purpose of this training program I will focus on the online component. However, that said, the other components will be very useful in developing an online campaign because of:

* Keywords
* SEO
* Location
* Targeted landing pages
* Targeted newsletters
* Demographics

I then added the template of my supporter description to my three ring notebook for the campaign—and also saved it in the Fundraising electronic document folder that I set up for this course.

We will use what we learn in the course to develop campaigns for the other two goals after the course ends.

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