**Student Title: Magee, Tim Mentored Fundraising Assignment 3**

**Student Date: Student Date Goes Here**

**Magee Example Mentored Fundraising Project Assignment 3**

**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 3.**

**1. My simple list of groups of supporters that I identified organized by my prioritized goal from A2.**

I copied the prioritized goal and its supporters that I listed in Assignment 2 and pasted it in here.

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

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

* 1. Local 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.
* 2. 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.
* 3. 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.
* 4. 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.

**Part 2.** Get specific about what your nonprofit does that will answer the wants, needs, motivations, questions and burning causes that your supporters have. Write in sound bites specific to each type of supporter

Then I pasted the types of supporters in just below and I left space between each type of supporter so I could add in compelling information about the appealing things that the Center does.

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

**Target 1. Local community members and 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.

* Our food bank serves 2,500 unique individuals living in poverty each year.
* Our organization has been doing this for 14 years.
* We have three convenient food bank locations.
* We focus on young families with children and house-bound elderly members of the community.
* We partner with local grocery stores and restaurants. This provides an unusual and very welcome variety of food for your clients—and reduces food waste for these partners.
* We have heartwarming stories of individual clients—and photos too!
* Food bank clients are interesting, meaningful, contributing members of the community. Get to know them!
* We have human interest stories and photos of food bank clients, volunteers and donors.

**Target 2. 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.

* We have fulfilling volunteer positions at the food bank.
* We have been working with volunteers for 14 years.
* 80% of volunteers stay for over 2 years.
* We currently work with a regular group of 24 food bank volunteers.
* We offer flexible, accommodating hours and multiple locations for volunteers.
* We can provide transportation to the food banks.
* There are regular, returning clients for volunteers to get to know.
* Volunteers can take home food too.
* We organize interesting, quarterly presentations by specialists such as physicians, nutritionists, social workers, restauranteurs, and donor agencies so that volunteers can continue learning about the importance of what they do.
* Volunteers enjoy reading our newsletter about their new friends each month.
* Volunteers develop new friendships in the community.

**Target 3. 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.

* + - You serve 2,500 unique people a year.
		- Hunger isn't a problem in our community: malnutrition is.
		- Nutrition: Our program is designed to fill the gap for clients between undernutrition and a well nourished person for each client.
		- We have delicious 20 minute weeknight recipes using the food you provide for busy young working families.
		- Volunteers deliver food to 75 house-bound elderly community members per week.
		- Opening hours are scheduled to be convenient for busy young working families.
		- Personalized birthday cakes are provided for client children in partnership with several grocery stores.
		- We have human interest stories and photos of food bank clients and volunteers.

**Part 3.** I then printed it out and added the template of my nonprofit sound bites 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.

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