

FINDING CALM IN CHAOS

Advocating for Resources Supplemental Activity

AFP LEAD 2021 - Jen Newmeyer, CFRE

Try Your Hand at Starting a Basic Expansion Proposal

"If I had this resource, then that would happen"

List your current responsibilities below

"What I do..."

List things you could do with an additional resources

"What I could do with more help..."

Segment these tasks into specific categories and roles

TECHNICAL

OPERATIONAL

STRATEGIC

Consider these questions in your proposal:

Are there any revenue increases or savings?

What processes will be improved?

What efficiencies will be gained?

Utilize a SWOT analysis and create SMART goals.



Utilize these resources:

AFP Fundraising Effectiveness Project

Blackbaud Trends Report

M+R Benchmarks

Global Trends in Giving

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