CREATING A FUNDRAISING PLAN FOR A SMALL SHOP NONPROFIT

A written fundraising plan reduces stress, increases effectiveness, and is proven to lead to more funds raised at your nonprofit. So how does a small shop create the fundraising plan that will work best for its small but mighty team? This session will provide a recommended four-step process to help your small shop make an amazing fundraising plan!

ABOUT

Nora Ellertsen is Founder and CEO of The Funding Seed. In the ten years she worked in the nonprofit and fundraising field, she worked on projects including grassroots fundraising, grant writing, event planning, and major donor development. Since founding The Funding Seed in 2010, she has worked with over 80 nonprofit agencies to help them develop the resources they need to do their work. Through The Funding Seed, Nora applies the philosophy, “Teach a person to fish and they will have food for a lifetime” to fundraising, with the goal of helping organizations to develop strong skills that will make them successful for the long term.