

# FUTURE OF NURSING™

## Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



## Core Pillars of Successful Fundraising

### Building a Successful Fundraising Operation

A successful fundraising operation depends on four core pillars working in tandem to support both day-to-day fundraising activity as well as overarching planning, goals and strategy. For Action Coalitions raising funds in support of the *Future of Nursing: Campaign for Action*, these four elements are described as follows:

- **Donor Engagement:** The Action Coalition will need enthusiastic, reliable donor and funder support to meet its fundraising goals. Whether that support comes from a broad base of grassroots supporters or from a smaller cohort of high-capacity donors and funders—or ideally, a combination of these—the Action Coalition will need to put in place strategies for donor-centered fundraising that help supporters feel engaged and fulfilled by their contributions.
- **Case for Support:** The Action Coalition’s vision and impact must be clearly and compellingly articulated, with a strong rationale for the role of philanthropy in helping the Action Coalition achieve that vision, both at the state level and in the context of the broader *Campaign for Action*. A successful case for support will demonstrate how supporters’ funding will be used and will frame messaging as a partnership between the Action Coalition and the donor in meeting broader societal needs—rather than fulfilling a need within the Action Coalition itself.
- **Leadership:** A successful fundraising program requires visible leaders willing to dedicate time—and their own philanthropic support—to advance fundraising activity. This begins with top-level volunteers and staff (if staff positions exist) and includes involvement in actively soliciting gifts, advocating for the Action Coalition, and making connections with potential donors. This requires clearly defined roles for volunteers and volunteer groups as well as mechanisms for supporting and coordinating this activity.
- **Internal Operations:** Whether the Action Coalition has dedicated staff or not, internal operations must be in place to handle gift processing, tracking and reporting; volunteer organization and coordination; prospect research and tracking; fundraising planning; and other similar “behind-the-scenes” work.

[www.CampaignforAction.org](http://www.CampaignforAction.org)

Prepared By:

Campbell & Company

The graphic on the following page details the fundamental questions that underlie each of these pillars.

Supporting materials developed through the fundraising pilot program provide additional resources for addressing these questions and advancing Action Coalitions' work in each of these core areas.

## A Framework for Fundraising Success

