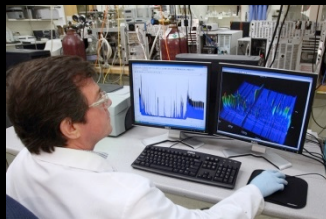


# THE COLUMBUS REGION

## FUNDRAISING AND INVESTOR RELATIONS



COLUMBUS  
2020

There are only two types of campaigns.....

Three key questions you must answer during your solicitation call:

- What is the money for?
- Who is in charge of spending it?
- What do you want from me?

- Sell Vision & Outcomes
- Resist the transactional mentality
- Its about information, access and engagement opportunities
- Customer or Beneficiary?

## Decision Triggers

- Is there a need and will it be good for the community?
- How will this program impact my business sector?
- Ultimately, will my company /organization benefit?

## Investor Profile Form

Names and contact information for all C-Suite executives:

CEO, COO, CFO, CMO, CIO, Chief Innovation Office, Chief H.R. Officer, Chief Logistics Officer

- Subject Matter Experts
- International Business Experience
- Local Employees with Foreign Language Skills

- **Communications**
- E-mails, Blogs, Announcements, Quarterly Reports, Newspaper Inserts
- **Quarterly Investor Meetings**
- **Sector Briefings**
  - Architects/Engineers/Contractors
  - Colleges/Universities
  - Staffing Firms/Workforce Providers
  - Manufacturers
- **In-Service Sessions - Professional Service Firms**  
(Accounting, Legal, Commercial Lenders, Staffing Firms)

The #1 reason an organization has not invested in your economic development mission is.....they probably have not been asked!

People don't buy what they don't understand – have a clear message and explain the value of what you do.

Prospective funders will resist investing if there is duplication of efforts or insufficient collaboration and alignment.

Without committed Board leadership – your organization and fundraising will not reach its full potential.

THANK YOU!