FUNDRAISING AND INVESTOR RELATIONS
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?
CRAFT YOUR MESSAGE

- Sell Vision & Outcomes
- Resist the transactional mentality
- It's 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?
KNOW YOUR INVESTORS

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
INVESTOR RELATIONS

➢ 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!