

FUNDRAISING: WHO DOES WHAT?

Development Director	Executive Director/CEO	Board Members	Non-Board Fundraising Volunteers
Draft fundraising goal, outline of plan; guide process of developing plan	Review and revise goal; help develop fundraising plan	Review, revise and approve goal; help develop plan and approve final draft	-----
Create and manage fundraising calendar	Understand fundraising calendar	Understand fundraising calendar	-----
Donate money	Donate money	Donate money	Donate money
Coordinate and compile info on prospective donors; identify and cultivate prospects	Identify and cultivate prospects	Identify and cultivate prospects	Identify and cultivate prospects
Prepare fundraising letters	Approve and sign letters	Sign letters	Sign letters
Compile donor history and giving info; coordinate solicitors; ask for donations	Ask for donations	Ask for donations	Ask for donations
Thank donors; coordinate thank you notes and calls	Thank donors	Thank donors	Thank donors
Oversee donor database	Know how to use database	-----	-----
Coordinate fundraising events	Participate in fundraising events	Execute fundraising events	Execute fundraising events
Provide support, coaching and formal training	Provide support, attend trainings	Participate in trainings; ask for help when needed	Participate in trainings; ask for help when needed
Manage fundraising expenses; track income	Monitor income and fundraising expenses	Receive financial reports on all income and expenses	-----