

## **5 Key Steps in Fundraising**

by Mr. Gronlund of Gronlund, Sayther & Brunkow (GSB)

<https://gsbfundraising.com>

### 1. Identification

who are the potential donors / current givers

churches are way ahead on this; many other non-profits have to spend \$\$ to ID.

### 2. Motivation

How does their gift make a difference

### 3. Cultivation

Marketing / seminars / brochures / temple talks

How do you tell the story to keep it "in front of" folks?

### 4. Solicitation

The ask...

### 5. Gratification

Thank you / Legacy Program / Public Recognition