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KNOWLEDGE HUB WEBINAR

Fundraising for Programs

ABOUT CAPITAL W

Expert fundraisers
focused on
supporting social
impact



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Today's Presenters



Niti Bhotoia



Kathryn Babcock



- 01 FUNDING SUSTAINABILITY OVERVIEW
- 02 FUNDRAISING LANDSCAPE IN CANADA
- 03 GBV SPECIFIC POSITIONING



INTERSECTION OF FUNDRAISING AND PROGRAMMING



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ORDER OF OPERATIONS QUESTIONS



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First strategic questions

- What do you need money for?
- How much money do you need?
- What is your long-term vision for work?

ORDER OF OPERATIONS QUESTIONS



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Second strategic questions

- Why is your work important?
- What will the impact be, who does it affect and why should people care?
- How long will the work take to do?

ORDER OF OPERATIONS QUESTIONS



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Third strategic question

- What is your long-term vision for the work?

REVENUE STRATEGY

Mobilizing

Positioning

Affinity



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DISCUSSION