SMIF COMMUNITY AFFILIATE TRAINING SERIES

Module 3: Fundraising 101

Companion Worksheet

Southern Minnesota Initiative Foundation

A | Personal Reflection

Take a few minutes to think about these questions on your own before discussing as a group.

1. The video reframes fundraising as "inviting people to shape their community's future" rather than asking for money. How does that shift your thinking about your own role in fundraising?

2. Think of one person in your community who might be ready to give — or give more. What connects them to your mission?

A donor I could cultivate:	What connects them to our mission:

B | Board Discussion Questions

Use these prompts to lead a conversation at your next board meeting. You don't need to cover all of them — choose what's most relevant for your fund right now.

1. The fundraising cycle has four stages: Identify, Cultivate, Ask, and Steward. Which stage does your fund handle best? Which needs the most attention?

2. The video covers three types of fundraising: Annual Giving, Major Gifts, and Planned Giving. Which does your fund currently focus on? Is there one you'd like to develop further?

3. What motivates your donors to give? How well do you help them feel their gift is useful, meaningful, and impactful? What's one way you could do that better?

4. The video reminds us that everyone on the board can play a part — sharing stories, inviting people in, saying thank you. What's one specific action each member could take this year?

C | Action Planning

Based on what you learned and discussed, identify 1–3 concrete next steps your fund will take. Assign a lead and a target date to keep things moving.

Action / Next Step	Who will lead it?	Target Date

D | Notes & Questions

Anything else to remember — or questions to bring to SMIF.