



# Fundraising

Effective, Focused Fundraising Planning and Implementation

*"In good times and in bad we know that people give because you meet needs — not because you have needs." -- Kay Grace*

**Helping people protect the Great Lakes**

We help you develop a fundraising strategy to meet your most immediate fundraising needs and your long-term funding needs — we can even help you implement it. Here are three options to get you started:

## Grow Your Organization

Our most comprehensive fundraising development opportunity that will give your group a clear, focused, effective fundraising plan detailing different sources of funds and the steps to get there. This service includes:

- Strategic thinking with your group to develop a fundraising plan
- Training to help implement the plan to diversify your funding sources
- Donor relationship coaching on how to grow giving and build your confidence in asking

We'll focus on the strategies that fit your group's current needs.

*"The ideas and advice we've received from Freshwater Future have helped revive a flagging membership and donor cultivation effort within our organization. We're working on new and innovative programs that are already starting to pay off in new members, and with Freshwater Future's help we have been plugged into valuable technical support resources that will help us build a long-term membership development and retention system."*

Rebecca Fedewa,  
Flint River Watershed Coalition



## Grow a Leader

Designed for a single leader, this training will help you understand the science and art of fundraising. We'll provide one-on-one assistance to prioritize fundraising activities and build practical skills to help integrate fundraising activities into your organization's day to day work.

## Support a Leader

Does the thought of fundraising generate instant fear? Are you feeling overwhelmed? Give us a call and we'll help you face your fear with grace through one-on-one calls as you need them. Members – you get one hour free!

## Freshwater Future

P.O. Box 2479  
Petoskey, MI 49770

Phone: 231-348-8200  
E-mail: [info@freshwaterfuture.org](mailto:info@freshwaterfuture.org)

[www.freshwaterfuture.org](http://www.freshwaterfuture.org)

## Experience You Can Trust

With a combined 40 years of experience, Freshwater Future has helped grassroots groups achieve success in protecting the lakes, rivers, and wetlands that make this region so special. We understand what it takes to win and can help. Our coaching is available at a very reasonable cost - Call us today at 231-348-8200 or send an email to [info@freshwaterfuture.org](mailto:info@freshwaterfuture.org) to learn more.

*As an added bonus with all of our consulting services, you'll learn how to use technologies for communications that will enhance your efforts with your team!*