

# CHECKLIST FOR EDUCATIONAL FOUNDATIONS TO RAISE FUNDS IN A TOUGH ECONOMY

- 1. Reaffirm Mission, Impact, and Motivation for your Education Foundation**  
Talk to teachers and principals. How are they hurting? What are their challenges?  
What can you do to help?
- 2. Plan, Plan, Plan**  
Evaluate what you have been doing, can continue to do, and what needs adaptation.  
Establish achievable financial goals and some “smart” goals, like building a 3-month  
reserve fund.
- 3. Engage Your Donors**  
Who are your core donors? Who are your ideal donors? Where can you find them?  
What publications do they read and websites do they visit? Develop a short-term  
action plan with a focus on keeping your donors close to your organization and its  
mission through communications, events, volunteer opportunities, forums, etc.
- 4. Secure a Challenge Gift**  
Explore possibility of donors making challenge or matching gifts to stimulated giving  
from others and multiply the impact of their gifts.
- 5. Offer Payment Flexibility**  
Offer monthly automatic payments – small, steady giving adds up. Extend larger gift  
commitments over an increased time period.
- 6. Do a Good Job for your School and then Promote your Good Work**  
Get testimonials from donors, volunteers, teachers, parents and students. Use them  
on your website, in newsletters, and in direct mail.
- 7. Identify Potential Business Partners that Tie into your Mission**  
Research everything about them, assess what you can offer them, make proposals  
win-win.
- 8. Identify Potential Co-Marketing Opportunities with Other Organizations.**
- 9. Optimize your online presence.** You may want to improve your website in conjunction  
with one or more colleagues from other foundations. [joint grants, single web designer]  
Also, check out the opportunity for blogs at: [www.blogcatalog.com](http://www.blogcatalog.com)
- 10. Remember:** As others cut back on their efforts, you have a chance to be heard – the  
current economy could be an unexpected opportunity.