TOP TEN PRINCIPLES OF FUNDRAISING
from a local coalition with a $400,000 annual budget
What's this about your refusing to attend another meeting today because you want to get some work done?
Be Project-oriented: Funders like Measurable projects.
"Thank God! A panel of experts!"
USE IMMUNIZATION PROBLEMS TO YOUR ADVANTAGE.
Develop relationships with local health departments so that you are their “go-to.”
GET TO KNOW NATIONAL GROUPS SO YOU CAN TAKE ADVANTAGE OF OPPORTUNITIES AT A NATIONAL LEVEL.
If you take pharmaceutical money, use all opportunities to get it.
THROW DARTS.
Be open to all opportunities.
BE WILLING TO SHARE.
BE GEOGRAPHIC.
BE DIRECT!
CONCLUSION: FUNDRAISING IS RELATIONSHIP BUILDING.
“This is fine as far as it goes. From here on, it’s who you know.”
CONTACT INFORMATION

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