TOOL | Fundraising Principles

TIME REQUIRED: 1 hour to prepare and ongoing use after set-up.

Principles for fundraising efforts can help diverse teams work together and ensure that fundraising and friendraising efforts build on an organization's mission rather than distract from important work.

USING THIS TOOL WILL HELP YOU:
- Understand the value of principles-based fundraising
- Prepare your team to establish their own principles for fundraising

OVERVIEW

Fund development is ultimately about friendraising and relationship building. Setting fundraising principles that reflect organizational values can help to build strong and healthy relationships with funders. This tool is best implemented in the planning phase of fundraising; however, it should be reflected on regularly to ensure that fundraising efforts are reflecting organizational values. Fundraising principles can be especially important for collaboratives that might have competing fundraising and friendraising goals.

Fundraising is ultimately about developing and building relationships. Principles help us to understand the types of relationships we want to create and how we want to nurture them.

USING THE TOOL

This tool is designed to support your collaborative to establish principles to guide the work of your fundraising action team. As collaboratives dedicated to community change, we recommend starting the process by reviewing the Community Centric Fundraising's CCF's 10 Principles with with your collaborative. From there, we outline a process for working with your team to develop internal principles for your fundraising activities based on your bold community vision.

Fundraising Principles

Internal principles for fundraising provide collaboratives with a shared code of conduct that can help to shape strategies and efforts. Principles should be established early in fundraising campaigns, but be reviewed throughout the campaign to make sure that they continue to reflect the vision of the collaborative.

Drivers behind Fundraising Principles

1. Guiding principles ensure that you are acting ethically and being a good partner to your community and potential funders

2. Values-driven fundraising principles help us to ensure that our fundraising shifts power and is anti-racist

3. By connecting your fundraising principles to your organizational mission, you will avoid mission drift

4. Fundraising principles can make the work of prospecting and cultivation easier and more effective by attracting friends based on your principles

5. Fundraising principles help fundraisers address internal and external pushback

Creating Fundraising Principles

1. Assess existing organizational culture / values
   a. What are the mission ands values of your action team / collaborative?
   b. How is the world going to be different because you exist & why does it matter?

2. Review your action plans & make sure that you reflect these priorities in your fundraising

3. Work with other action teams & set key principles for how your fundraising efforts will support each other

4. Review your set principles as you develop your fundraising campaign to ensure that they can be actions and lived during your fundraising campaign

5. Set times during your fundraising campaign to review your principles to make sure that you are still living them & that they still reflect your work and campaign

DIVING DEEPER

Tamarack Workbook – [Friendraising: Raising Funds, Finding Friends to realize a Bold Community Vision](#)
Tamarack Tool – [Friendraising: From Raising Funds to Making Friends](#)
Community Centric Fundraising – [CCF's 10 Principles](#)*

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