
Passionate about Excellence in Nonprofit management

The Five I's of Fundraising

Theory and best practice are not always the same when it comes to fund development. The five I's have stood the test of time as a best practice tool. It is a system that helps development professionals determine who to engage as well as how and when. The five I's are:

- Identify/Investigate
- Information
- Interest
- Involve
- Investment

This session will discuss how to use the five I's to work with current donors as well as identify new donors using old and new media. We will also discuss how your organization can implement the five I's strategy throughout your organization, engaging program staff and Board members.