

**Ontario Land Trust Alliance  
Fundraising Manual for Land Trusts  
Table of Contents**

	Page
<b>Section A: Are You Ready to Start a Fund Development Program?</b>	1
Assessing Your Organization's Readiness to Raise Money	1
<b>About Philanthropy and Fundraising</b>	4
Competition for Funding	4
Donor Motivation	5
Chart A – Seven Faces of Philanthropy	6
<b>Section B: Identifying Potential Funding Sources</b>	1
Individuals	1
Foundations	2
Corporations	3
Businesses	4
Organizations	4
Prospect Cultivation	4
<b>Section C: Case Statement</b>	1
Definition	1
Internal Case File	1
External Case File	2
<b>Setting the Goal</b>	4
Chart B – \$10,000 Plan	4
Chart C – \$100,000 Plan	4
Chart D – \$1,000,000 Plan	4

	Page
<b>Section D: Solicitation Strategies</b>	1
Grantsmanship	1
Legacy Gifts (Planned Gifts)	1
Mailers	2
Major Gifts (Face-to-face solicitation)	3
Memberships	5
Online Giving	6
Special Events	7
Gaming	7
Strategic Philanthropy, Case Related or Social Marketing	8
Third Party Events	8
Sponsorship	8
Chart E – Comparison of Sponsorship and Charitable Contribution	9
Tribute Gifts: In Memory, In Celebration or In Honour	9
<b>Section E: Stewardship</b>	1
Financial Accountability	1
Communication	2
Donor Recognition	3
<b>Section F: Database 101</b>	1
Benefits of a Database	1
Steps Toward an Integrated Database System	1
<b>Section G: Benchmarking and Evaluation</b>	1
Chart F – Fundraising Cost Ratios	1
Chart G – Sample Evaluation Chart	2
<b>Fund Development Plan – Putting It All Together</b>	4
Chart H – Action Plan	5