



#YALILEARNS



**YALILearns Session
Facilitation Guide**

**FUNDRAISING
CONCEPTS**

Your Guide to Facilitating a Session on the Key Principles of Fundraising

This guide will help you lead a session on starting and running a business through the YALI Network Online Course, "[Fundraising Concepts](#)." This guide is designed to help your audience understand critical aspects of fundraising, designing and executing marketing strategies, and understanding the difference between fundraising for nonprofit and for-profit organizations.

Total Time: 95 Minutes

Introduce Yourself (5 minutes)

- Thank your participants for coming and introduce yourself. Be sure to mention that you are an interested YALI Network member who wants to help participants start and run a business.
 - Briefly share why you are interested in fundraising.
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Icebreaker: Introduce Yourself in 20 Words or Less (10 minutes)

- Have participants choose a partner and introduce themselves in 20 words or less by addressing the following points: name, where you are from, what you are passionate about, and what your business or business idea is.
 - Ask participants to switch partners after one minute. Repeat this three or four times.
 - After several introductions, attendees should have a good idea of who their fellow participants are, even if they have not been introduced to everyone.
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Watch Lesson One: [Developing a Fundraising Plan](#) (7 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- Describe what a concise business plan you would present to potential investors or donors could look like.
- Share the story of your product or service and ask group members for ideas and advice on finding the right financial partner for your business or organization.



Watch Lesson Two: [Components of a Fundraising Plan \(5 Minutes\)](#)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- What are some of the challenges you face in finding a financial contributor for a business or organization? How can a fundraising plan help you in developing your business/organization and working toward a continuous cash flow?
- The video outlined the key elements of a fundraising plan. Identify them and discuss how they apply to your entrepreneurial or philanthropic endeavors.

Watch Lesson Three: [Marketing and Communication Plan \(3 Minutes\)](#)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- Looking at your business/organization, how have you worked toward creating an identity through marketing? How can you improve this public image?
- Discuss how you would summarize your business or organization in just a few sentences and how this could be used for your marketing message.

Watch Lesson Four: [Funding Opportunities for Nonprofit Organizations \(5 Minutes\)](#)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- Thinking about your business idea, who are the people or organizations that may be natural investors for your product or service? Are there any possibilities to reach out to nongovernmental organizations or charities for support?
- In the process of fundraising for your business, are there other things, such as volunteer support or goods and services, that friends and family might be able to provide? Is crowdsourcing through the internet possible for your business?



Watch Lesson Five: Funding Opportunities for For-profit Organizations (5 Minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- Could it potentially be useful to seek other vehicles for creating cash flow for your business, such as joint ventures?
- What are some of the goals of your fundraising efforts and what are the limitations? Recognizing these might help business owners overcome obstacles in the future and avoid surprises.

Wrapup (5 minutes)

- Thank participants for attending and briefly restate the importance of understanding the critical aspects of fundraising.
- Encourage participants to sign up for the YALI Network at yali.state.gov.

