

A LEARNING CAMPAIGN

LINDSAY ZAPATA



Building Donor Relations & Skills

Because students come from various fundraising backgrounds, the ASU NLASA was able to put diverse skills together to exceed its projected goal.

From this campaign, over 300 donors including personal contacts, alumni, and past AMI supporters were personally contacted. Over 150 donations were made.

The NLASA at ASU will continue to strengthen the donor relations made with new alumni.

Core Competencies

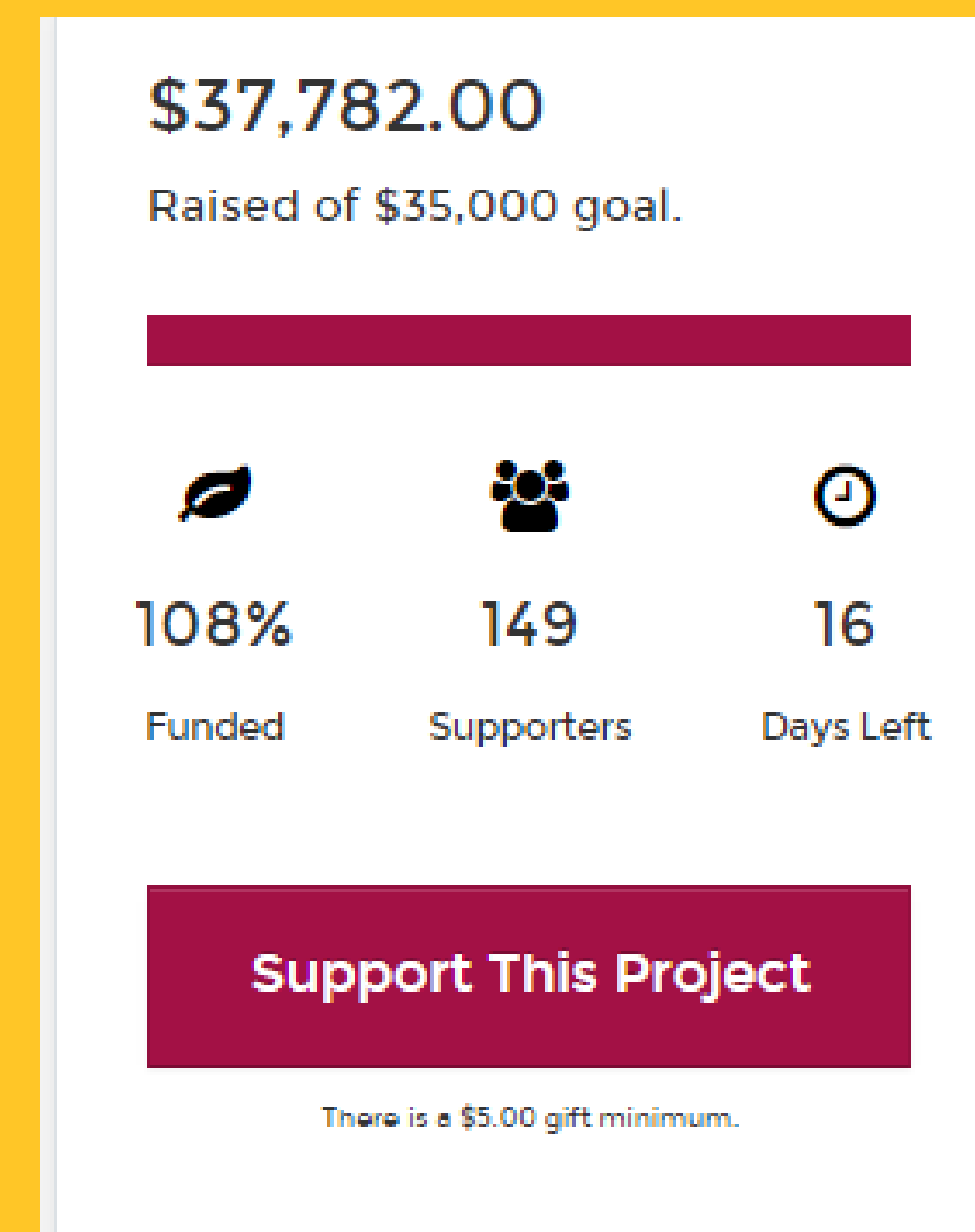
"I would say that I developed the financial resource development and management skill most because I was terrified to meet with donors. I can honestly say that I am so much more comfortable than I've ever been and I could not be more grateful that we had the opportunity to meet with so many donors. From CEO's of nonprofits to alumni of the program, we were forced to stretch ourselves and stretch our skills. I was most grateful to first donor. He gave me so much advice, guidance, and expressed a genuine interest in me...This experience taught me that fundraising is about people. Not money."

-ASU NLASA Student

2016 Campaign Objectives

The ASU NLASA began its 2016 AMI Campaign with two strategies in mind...

1. Build donor relations by increasing direct contact and diversifying promotional materials
2. Build strategic partnerships with local organizations and ASU resources such as the ASU Foundation and PitchFunder

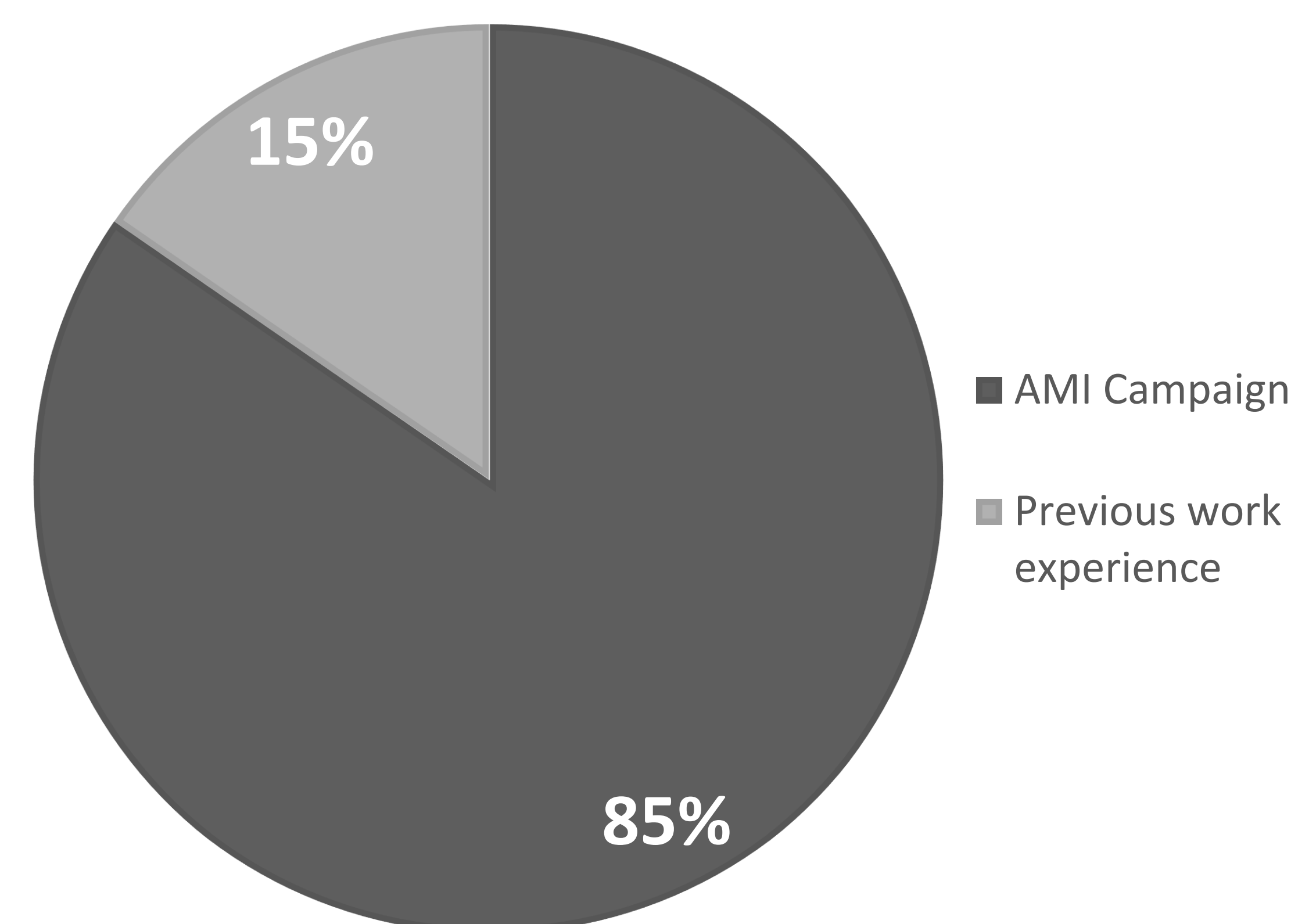


Goal: \$35,000
Fundraised: \$40,000+

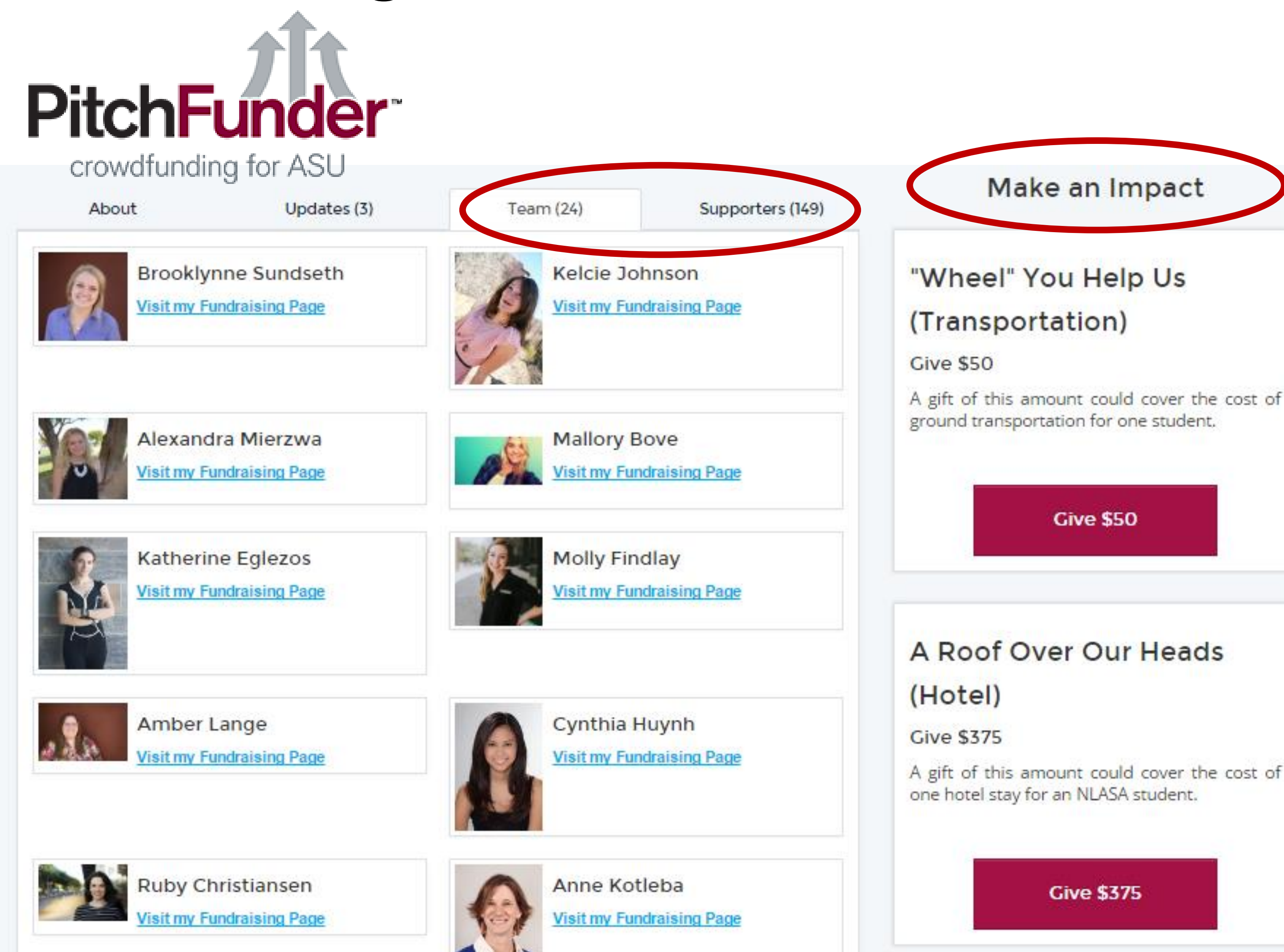
Excess funds were included back into the general NLASA fund. This fund may be saved for next year's campaign as well as activities and events that will enhance and develop the NLASA program at ASU.

FUNDRAISING DEVELOPMENT EXPERIENCES

Based on a survey of all 22 ASU NLASA students, the AMI Campaign and previous jobs were the top opportunities for fundraising development...



Maximizing ASU Resources



PitchFunder is a program from the ASU Foundation designed to empower the ASU community to raise the funds they need for the projects, events, and organizations they're passionate about.

The ASU NLASA runs its campaign with the help of PitchFunder because it provides a professional platform to market the campaign to a wider audience and maintain the traditional fundraising strategies of face-to-face asks.

Benefits of a PitchFunder crowdfunding account:

- Students can each become co-managers of the campaign account
- Students can create personalized fundraiser bios
- ASU Foundation professionals handle all tax-related gift receipting
- Outline "impact items" for varying level of donations

The developing partnership between the NLASA and PitchFunder promotes the value of collaboration and community. ASU prides itself on promoting the coming together of resources and students to maximize impact on campus and the greater community.

TOP THREE CORE COMPETENCIES ADDRESSED

