**Student Title: Magee, Tim Mentored Fundraising Assignment 3**

**Student Date: January 22, 2018**

**Magee Example Mentored Fundraising Project Assignment 3**

**6-Month Mentored Nonprofit Fundraising Certificate Program**

**Center for Sustainable Development.** <http://nonprofit.csd-i.org/fundraising-project-design-for-donations-impact/>

**Use this Document as your template for your assignment.**

**Assignment 3.**

**1. My simple list of groups of supporters that I identified organized by my prioritized goal from A2.**

I copied the prioritized goal and its supporters that I listed in Assignment 2.

When I pasted it in just below I left space between each supporter type so I could add in sound bites about the appealing things that the Center does.

**A2. Goal: Targeted newsletter subscribers. North America.**

* Nonprofit staff (individuals) from small nonprofits; 25 to 40 years of age; 52% women; career advancement is motivation; North America
* Nonprofit staff (individuals) from larger nonprofits; 30 to 50 years of age; 52% women; funding and program impact are the motivation; North America
* Individuals hoping to transition into a job in a nonprofit; 25 to 35 years of age; 52% women; new career in the nonprofit world is motivation; North America
* Individual donors hoping to have a positive impact on the beneficiaries of nonprofit programs; 30 years to 70 years of age; 45% women; North America

**2.** Get specific about what your nonprofit does that will answer the wants, needs, motivations, questions and burning causes that your supporters have. Write in sound bites specific to each type of supporter

**Goal: Targeted newsletter subscribers in North America**

Nonprofit staff (individuals) from small nonprofits; 25 to 40 years of age; 52% women; career advancement is motivation; North America

* CSDi has provided distance, blended, and workshop training for eight years to 3000 professionals.
* Course projects launched by participants have impacted over 400,000 people.
* CSDi staff have provided consulting services for over 100 nonprofits
* Training programs can be chosen with these different career specializations:
	+ program design
	+ project management
	+ organizational management
	+ donor communication
	+ program funding
	+ impact analysis

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* Training participants have launched projects that impacted over 400,000 people using 270 different kinds of activities including:
	+ social services
	+ community development
	+ education
	+ the environment
	+ social justice
	+ senior assistance programs
	+ recycling
	+ urban agriculture
	+ skills training
	+ adaptation to climate change
	+ alternative energy and

3. I then printed it out and added the template of my nonprofit sound bites to my three ring notebook for the campaign—and also saved it in the Fundraising electronic document folder that I set up for this course.

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