



## **The Intervale Center's Approach to Fundraising**

### **A Culture of Philanthropy**

(Special thanks to Simone Joyaux, author of *Strategic Fund Development*)

- Most people in the organization (across positions) act as ambassadors and engage in relationship-building.
- Everyone promotes philanthropy and can articulate a case for giving.
- Fund development is viewed and valued as a mission-aligned program of the organization.
- Organizational systems are established to support donors.
- The executive director is committed to and personally involved in fundraising.

### **Our Development Philosophy**

- We joyfully procure resources through community engagement.
- We provide people with experiences that inspire them and make them feel good.
- We nurture a food culture that values taste, health, conviviality, responsibility and tradition.
- We make sure that our donors know that when they support our organization, they are contributing to a better world.
- We help our community feel empowered in the face of massive challenges.
- We attract abundance to our organization and aligned causes worldwide by being professional and business-minded, creative and open-hearted.
- We savor real, lasting connections with people and place.

### **Our Goals**

- Develop a reliable national fundraising base of caring contributors that covers at least 50% of annual operating needs and supports organizational investment in the next innovation.
- Grow cash reserves to provide long-term financial security and for the maintenance and improvement of the Intervale.

### **The Role of the Board**

- HAVE FUN!!!
- Believe in and be an active advocate and ambassador for the values, mission and vision of the organization.
- Give an annual financial contribution that feels meaningful to you. Consider this organization one of your top 2-3 charitable commitments. If the organization launches a capital program, give to that, too.
- Participate in fund development by taking on various tasks tailored to your comfort and skills. These can include making thank you calls, joining an event committee, or meeting with donors. Everyone has a role to play in this work.
- Identify and cultivate relationships to support the organization as one of our most important donors, volunteers and advocates.

Mandy Fischer, Development Director  
Intervale Center  
<http://www.intervale.org>

- Did we mention HAVE FUN!? Your joy and enthusiasm for our mission are most important! Thank you!