



TOP TEN PRINCIPLES OF FUNDRAISING

**from a local coalition with
a \$400,000 annual budget**

Jim Berry

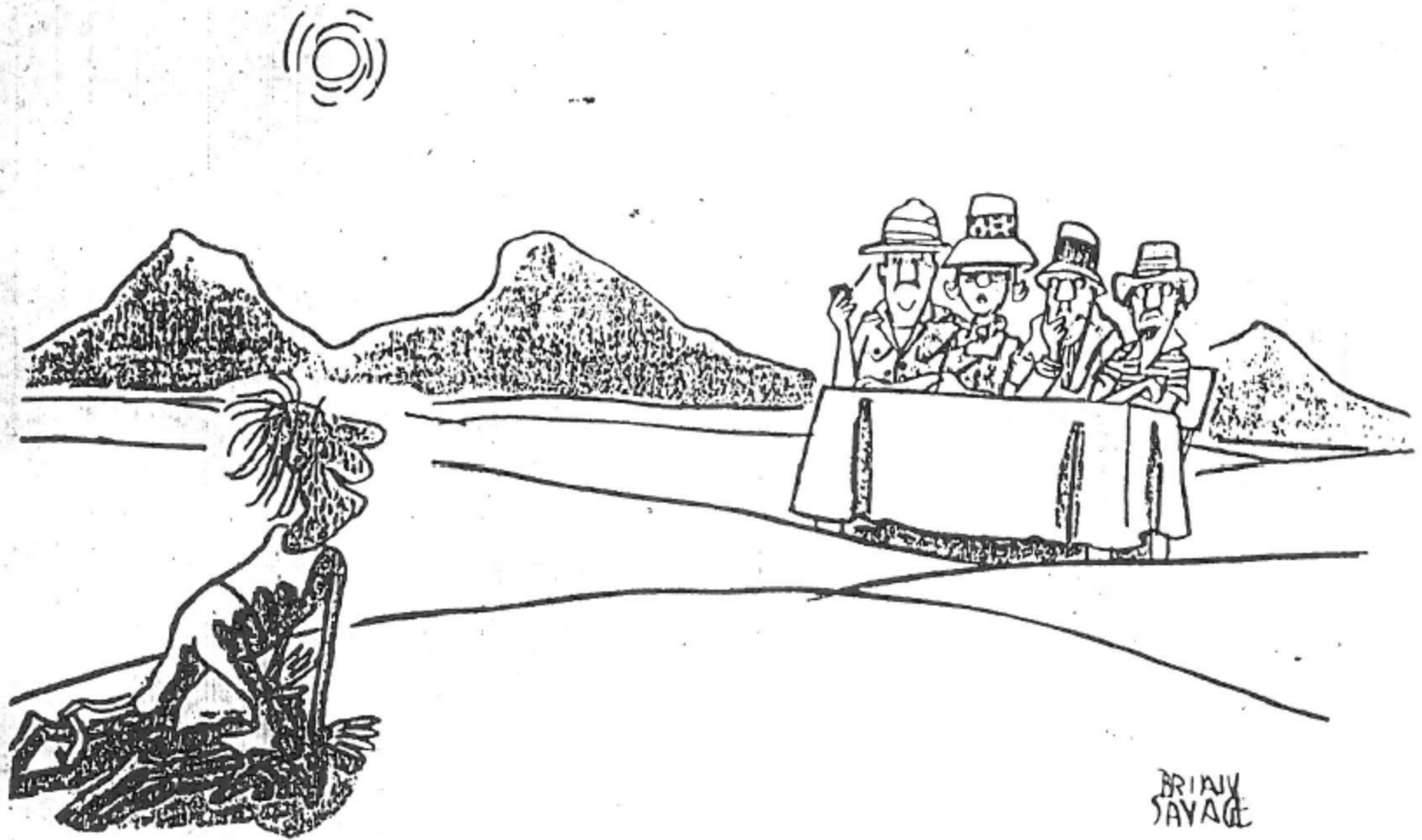


What's this about your refusing
to attend another meeting today
because you want to get some
work done?



**BE PROJECT
ORIENTED: FUNDERS
LIKE *MEASURABLE*
PROJECTS.**





"Thank God! A panel of experts!"



**USE IMMUNIZATION
PROBLEMS TO YOUR
*ADVANTAGE.***



**DEVELOP
RELATIONSHIPS WITH
LOCAL HEALTH
DEPARTMENTS SO THAT
YOU ARE THEIR “GO-TO.”**



**GET TO KNOW
NATIONAL GROUPS SO
YOU CAN TAKE
ADVANTAGE OF
OPPORTUNITIES AT A
NATIONAL LEVEL.**



**IF YOU TAKE
PHARMACEUTICAL MONEY,
USE ALL OPPORTUNITIES
TO GET IT.**



THROW DARTS.



**BE OPEN TO ALL
OPPORTUNITIES.**



**BE WILLING TO
SHARE.**



BE GEOGRAPHIC.

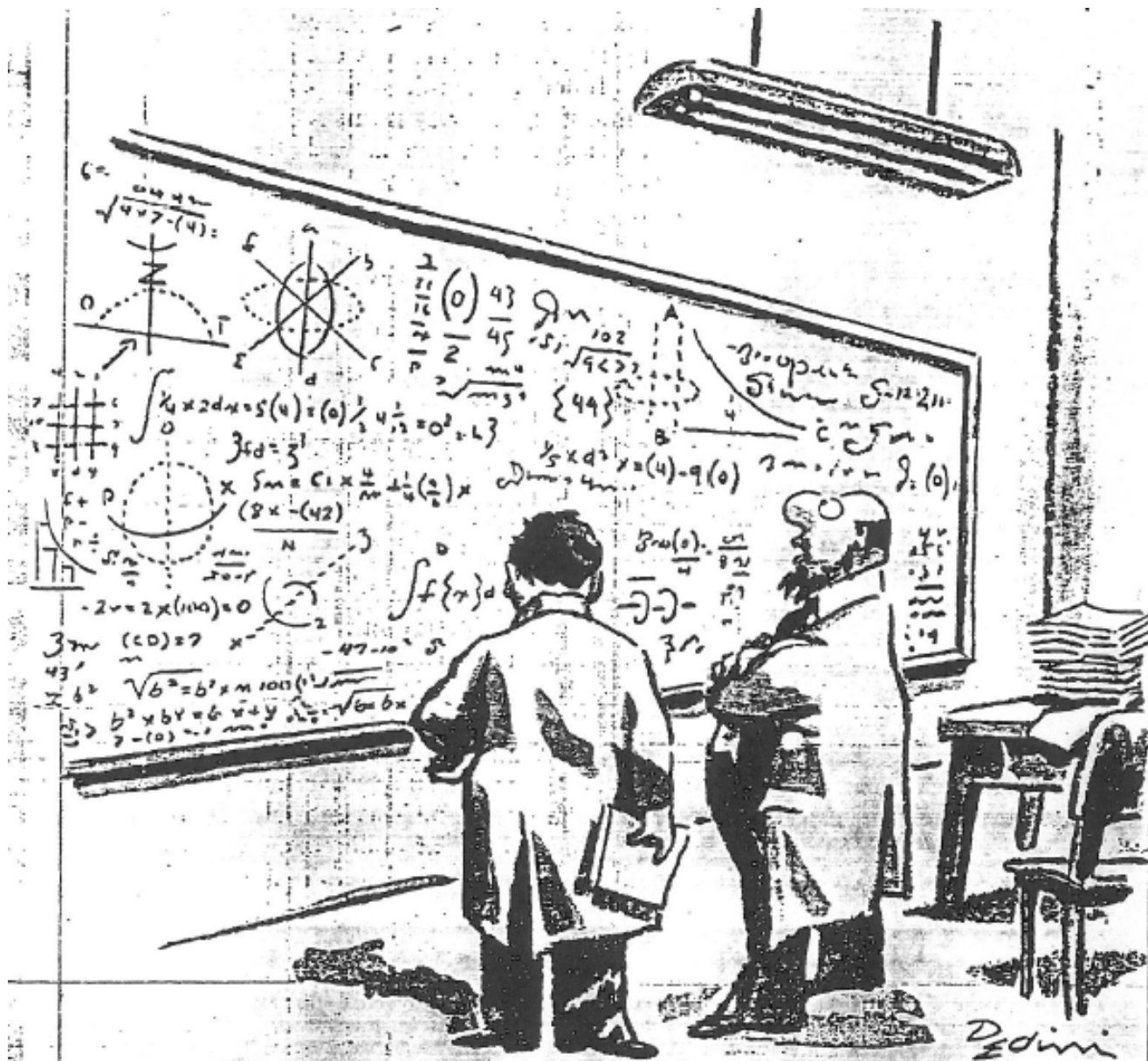


BE DIRECT!



**CONCLUSION:
FUNDRAISING IS
*RELATIONSHIP BUILDING.***





"This is fine as far as it goes. From here on, it's who you know."



CONTACT INFORMATION

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CHICAGO AREA
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