

A389_2018AbstractKieselAlexis

Abstract

Fundraising is a vital part of any nonprofit organization's activities, especially since in most cases, it is the only way to keep the organization running. In many cases, fundraising occurs through various donations and a few grants. However, it can be difficult to ensure funding for years to come without an annual plan. This is where the annual fundraising campaign plan can become a part of a nonprofit organization's long-term sustainability plan. This typically requires extensive research on the organization, its audience, and its resources. The Animal Rescue Fund, also known as ARF, in Muncie, Indiana, is a nonprofit organization that seeks to provide shelter, medical care, and love to abused, abandoned, neglected, and unwanted animals until permanent homes may be found. Muncie ARF's executive director, Jody Leddy, sought to establish an annual fundraising campaign plan, and she placed this important task in my hands. With her support and feedback, I was able to conduct research, formulate a plan, and provide pieces and suggestions for ARF to use for years to come.

Honors College
Ball State University
Muncie, IN 47306