



giveMN
Ignite Generosity  Grow Giving

**2024
FUNDRAISING
REFLECTION
WORKBOOK**

INTRODUCTION

At the start of a new calendar year, many people choose to set a New Year's Resolution - something they want to strive for over the next twelve months. Whether that's picking up a new hobby, eating more vegetables, or hitting the gym weekly, there are endless types of resolutions we can make.

However, **instead of resolutions, the GiveMN Green Team wants to help fundraisers set intentions** for the future. Instead of creating manufactured pressure to stick to a habit, we hope you'll use this workbook as a way to take a moment and reflect, dream, and ground yourself.

So, take a few deep breaths, grab a cozy beverage or snack, and get ready to imagine your best year of fundraising yet.

2023 AT-A-GLANCE

Thinking about your fundraising experience in 2023, reflect on each of the categories below and write down a few words that describe your experience. Don't overthink your answer, just jot down the first thoughts that come to mind.

Events

Celebration

Campaigns

Stewardship

Relationship-building

Impact

RELATIONSHIPS

Take a moment to reflect on the relationships you nurtured throughout 2023.

Who are you most grateful for and why?

Who are three confidantes you trust to be your fundraising partners?

Who did you invite into your work this year?

YOU

Take a moment to reflect on *you* and your individual growth.

What do you like most about yourself as a fundraiser?

What do you want to improve or learn more about next year?

How did you care for yourself in 2023?

LOOKING AHEAD

Thinking back to 2023, reflect on where you want to go in 2024.

In 2023...

In 2024...

I tried...

I want to try...

My biggest win was...

A big win would be...

I embraced...

I will say goodbye to...

NEXT STEPS

The start of the calendar year is an important cultural marker in our society for new beginnings and fresh starts. For fundraisers, that can mean tactical new beginnings, like the start of a new tax-year or fiscal-year. But it can also mean a time to reset our expectations, review what works and what doesn't, and give ourselves permission to dream about the community we strive to create through our fundraising practice.

As you plan for the year ahead, know that the GiveMN team is always here to support your fundraising journey.

Whether you want to meet one-on-one with one of our coaches to discuss your fundraising strategy or you simply need an answer to a question you have about GiveMN.org, we are here for you!

Resources

To inquire about meeting with one of our fundraising coaches:

Email **raisemn@givemn.org**.

To get assistance with GiveMN.org:

Email **help@givemn.org**.

To stay up-to-date with fundraising workshops and more resources like this:

Sign up for our email list at **[RaiseMN.org](https://www.RaiseMN.org)**.