



FIELD FUNDRAISING TOOLKIT

ABOUT

As a national non-profit and Auxiliary of the U.S. Air Force providing emergency services, aerospace education and cadet programs, we know you rely on fundraising to help fuel our mission.

FUNDRAISING BEST PRACTICES & TOOLS

- Set clear fundraising goals
- Get Wing Commander Approval
- Create a compelling story
- Refer to CAP R 173-4
- Thank your donors
- Measure results



FUNDRAISING RESOURCES

- Powerful fundraising information available to units
- How-to's and FAQs
- Tools to assist your fundraising with minimal effort



MATCHING GIFTS

- Double the impact of gifts
- Employer matching programs for employees and retirees
- Encourage donors to participate
- Donors increase gifts without spending more money



VEHICLE & REAL ESTATE DONATIONS

- Promote donations with a flier
- Vehicle types accepted - boats, RVs, airplanes and more
- Various real estate types accepted
- 3rd party vendor manages sale
- Donors support CAP while disposing of items they no longer need



WEBSITE DONATIONS

- Simple way for donors to support
- **New!** Website donation button for units on SiteViz
- Learn more at the website below

FOR MORE INFORMATION, CONTACT:



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bit.ly/CAPFIELDFUNDRAISING

