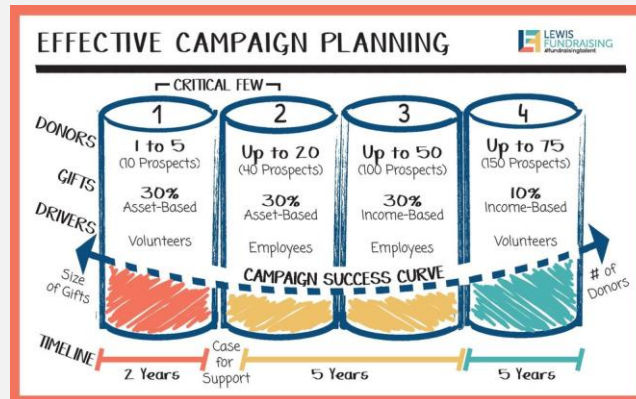
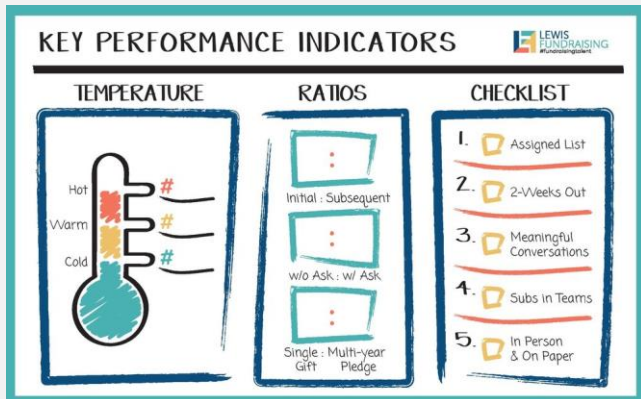
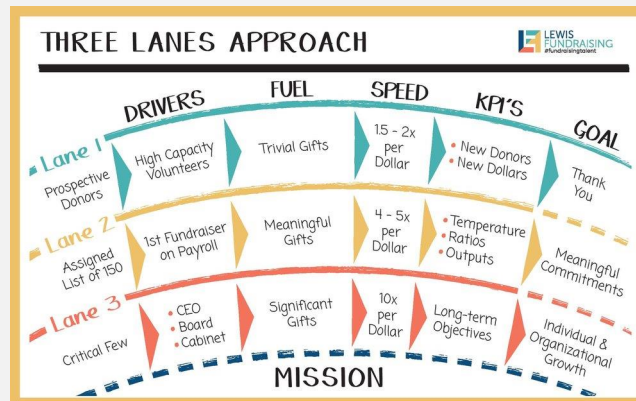
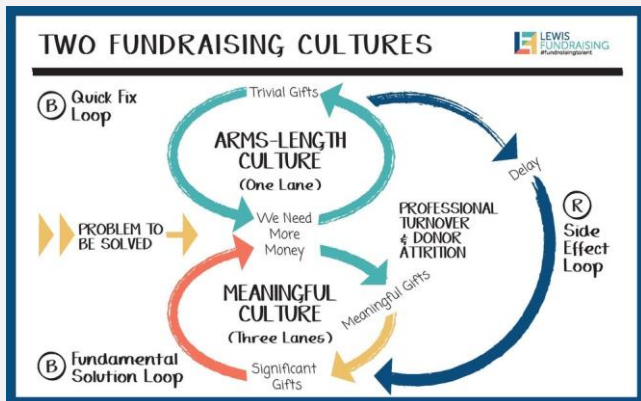


A SHARED UNDERSTANDING OF HOW FUNDRAISING REALLY WORKS

Jason Lewis, CFRE & AFP Master Trainer

Author of *The War for Fundraising Talent*

THE FUNDRAISING TOOLBOX



THE THREE LANES APPROACH

This second planning model in our toolbox is not a rigid prescriptive plan; rather, it provides a systems-level understanding of How Fundraising Really Works.

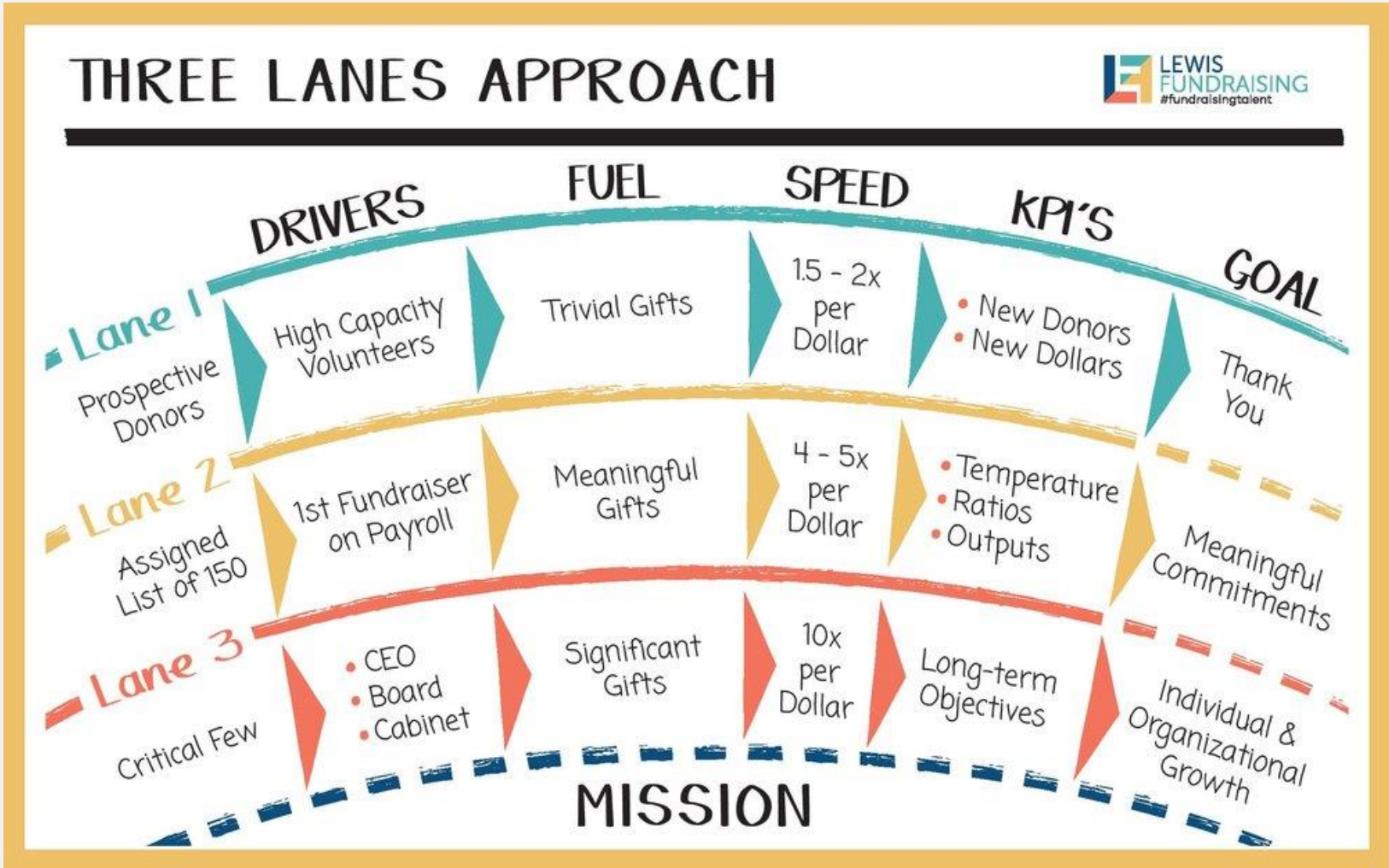
- Each lane represents an important phase of the fundraising experience that donors inevitably move through as they support an organization's mission.
- The Three Lanes Approach addresses common roadblocks that organizations routinely encounter which includes:
 - Aligning the expectations of paid staff versus volunteers
 - Clarifying performance expectations of fundraising professionals
 - Ensuring level of engagement aligns with level of support

THE THREE LANES APPROACH

The Three Lanes Approach reveals four unspoken truths about contemporary fundraising practices.

- Each lane is intended to compliment the subsequent lane.
- Lane One is designed to generate the highest volume at the lowest cost.
- The methods we rely on in Lane One will always evolve.
- Lane One activities are the easiest to outsource, delegate to volunteers, and/or automate with technology.

THE THREE LANES APPROACH



DOWNLOAD THE TOOLBOX

You can download the entire toolbox at
lewisfundraising.com/toolbox

Or email me at
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