



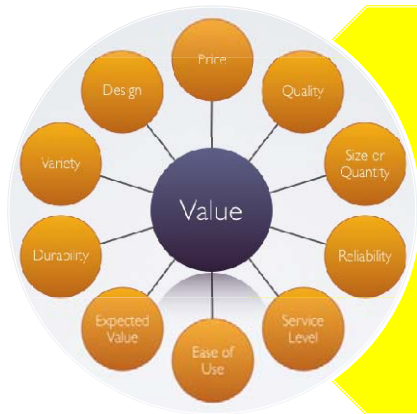
## THE DEFINITION

Penggalangan donasi (baca: bukan 'sumbangan') dari masyarakat secara langsung pada individu dengan menggunakan strategi penggalangan dana tertentu tanpa ada kaidah transaksi barang ataupun jasa



**Thanks  
for your  
donation!**

# 1. IDENTIFIED YOUR ORG



**Basic Principle**  
**Your org strategic plan**  
**Mission**  
**Vision**  
**Org activities**  
**etc**

# 2. FR GUIDE LINE



**In line with your org's value, you should develop the guide line or code of conduct as detail as possible. Your overall FR strategy will start here.**

### 3. STRATEGY & MODEL



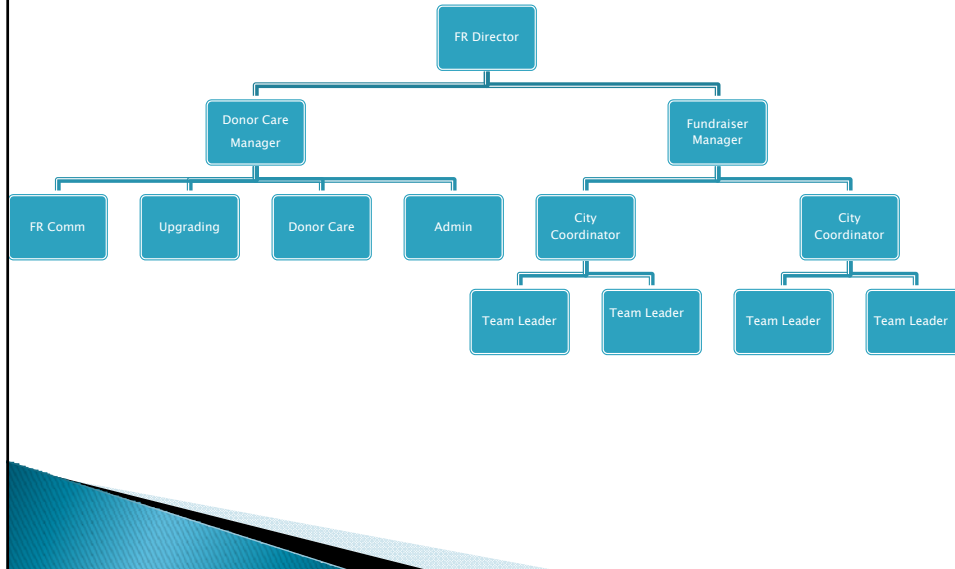
**Donor Segmentation**  
**Payment Methode**  
**Direct Dialogue Model**  
Street FR  
Door to Door  
Office to Office  
Community to Community  
Mall to Mall  
Tele facing  
etc

### 4. FINANCIAL PLAN



**Sign Up & Income**  
**Expenditure & Attritions**  
**RoI**  
**Expansion Plan**  
etc

## 5. ORG STRUCTURE



## 6. RECRUITMENT

The recruitment process is illustrated with a man in a suit standing between two large hands. A yellow arrow points from the hands towards the man, symbolizing the selection process. The word "Selection" is partially visible at the bottom of the hands.

- Requirements**
- Training Program**
- Target**
- Remuneration**
- etc**

