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## Fundraising Success for Organizations with No Alumni or Grateful Patients

Annual Fund (AF)

Fundraising is hard for any organization. Most universities and hospitals can seek philanthropic support from a replenishing pool of wealthy alumni, patients, and families they serve. But startup non-profits and those that work with the poor frequently have no built-in potential

donor constituency -- or they may be relying on the connections of a founder and need to grow beyond that small initial donor pool to thrive. In this panel, three veteran fundraisers will provide tips on the strategies they have successfully used to build fundraising programs under these challenging circumstances.