# Fundraising Plan:

## Goals:

**We will** (goal)

**From** (audience)

**By** (time)

**In order to** (what you are doing with the money)

**So that** (what the outcome will be)

## Review your assets:

1. **Purpose –** Stats and facts
2. **Project –** Evidence of need, demand and impact
3. **People –** Give them the tools they need
4. **Partnerships –** Help spread the word/work
5. **Prospects –** Clear on who and number
6. **Proof**  **–** Build trust
7. **Promotions –** Collateral, stories, budget

## Consider the environment

|  |  |  |  |
| --- | --- | --- | --- |
| Trends | | |  |
|  | - Impact | + Impact | Competitive position |
| Social |  |  |  |
| Technological |  |  |  |
| Economic |  |  |  |
| Environmental |  |  |  |
| Political |  |  |  |
| Legal |  |  |  |
| Ethical |  |  |  |

## Build your strengths and minimise weaknesses!

|  |  |  |
| --- | --- | --- |
| **Example** | Strengths  *List here* | Weaknesses  *List here* |
| Opportunities  *List here* | S+O = | W+O = |
| Threats  *List here* | S+T = | W+T = |

|  |  |  |
| --- | --- | --- |
|  | Strengths  *List here* | Weaknesses  *List here* |
| Opportunities  *List here* |  |  |
| Threats  *List here* |  |  |

## Campaign planner

|  |  |  |  |
| --- | --- | --- | --- |
| **What are you seeking funding for?** |  | **When will the campaign start?**  **When will it finish?** |  |
| **What is your fundraising goal?** |  | **What is the funder target?**  *Goal / average amount = funders* |  |
| **What will you use the funding for?** |  | **Who will fund you?** |  |

## Action Plan:

## What will happen when?

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | When | Who | Resource |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |