

Fundraising Planning

The fundraising planning process ensures that your organization has substantial funding to meet its program and service goals. A fundraising plan should be developed and put in writing at least once a year. Because actual funding can vary greatly from that which was planned, especially in the case of grants, it is important to constantly review and revise the fundraising plan. The plan should be developed by the Board of Directors under the direction of the Executive Director with input from program, fundraising, and administrative staff.

- 1. Review and recommit to your mission and vision.** All fundraising activity should support and further your organization's vision and mission.
- 2. Plan and develop programs.** Set measurable and realistic service goals for each program. Ask program staff for input regarding successes and challenges, as well as ideas for implementing change.
- 3. Create a budget for each program as well as an operational budget.** Identify how much money will have to be raised this year.
- 4. Conduct a situational analysis of your fundraising program.** Analyze each fundraising area; including grants, special events, membership, annual campaign, and planned giving. List each area's internal strengths and weaknesses and external opportunities and threats. Create a vision of where you would like each fundraising area to be at the end of next year.
- 5. Set fundraising goals.** Set financial goals for each fundraising area. Classify donors according to their ability and likelihood to give and estimate each group's total donations. Break down each fundraising goal into tasks and assign tasks to volunteers and staff. Communicate responsibilities and expectations. Make sure you will have enough cash on hand to implement the fundraising plan.
- 6. Assess existing donors.** Determine the methods by which existing donors will be asked to give and participate in your organization's activities this year. Review your database and make sure that mailing, phone, and email lists are accurate and up to date. Review written files of major donors.
- 7. Research new opportunities for funding.** Identify the individuals, corporations, businesses, and foundations that will be approached for funding in the coming year.
- 8. Match potential funders with financial goals.** Decide how each program will be funded. Determine how administrative expenses will be paid for.
- 9. Implement your fundraising plan.** Design and develop promotional materials, establish points of contact, and educate new and existing donors about your organization, your accomplishments, and your goals.
- 10. Monitor the results of the plan.** Follow-up with staff to ensure tasks are completed. Compare the actual results of fundraising campaigns to the projected income. Revise the plan as needed.