

What is a Fundraising Plan?

A Fundraising Plan is a document that goes beyond identifying potential sources of funding. It also addresses structure, leadership, and message – essential components of any successful organization. A fundraising plan is the best way to ensure that an organization identifies its goals, and has realistic revenue expectations. It is the “road map” that keeps staff and leadership on track to meet both the financial and program goals of the organization.

There are several common elements to every fundraising plan. However, not all organizations require the same amount of attention or focus on each element. The basic elements include:

- Mission Statement
- Case Statement
- Leadership Development
- Establish and/or Refine Goals and Objectives
- Fundraising Strategies - which may include:
 - Foundations
 - Individuals
 - Corporations
 - Government
 - Membership
 - Direct Mail
 - Merchandise
 - Special Events
 - Advertising
 - Web Based
- Engaging the Donor
- Fundraising Calendar
- Budget
- Development of Printed Materials