

TIPS

The Need For a Fundraising Plan

A fundraising plan is a strategic document that outlines your organization's financial needs and the concrete steps necessary to meet those needs. It provides a detailed roadmap of how much money you need to raise, how you plan to raise it, and what resources will be required to accomplish your goals.

Less strategy than roadmap, a fundraising plan should take strategy into account, but it should be **primarily tactical**. This means that it will include a calendar of activities that can be easily anticipated, planned for and assigned to the right people at the right time.

A good fundraising plan begins by looking backwards. You need to understand what you're raising, from what sources, when and through what methods to set a baseline for your plan. This includes assessing how you've raised money in the past and what methods were successful for your organization. Once you have a clear picture of where you've been, it's time to look forward and create a plan for moving forward.

Your fundraising goals should be realistic and achievable but also challenging enough to motivate people to get involved. An increase of 10% year over year is a reasonable goal to set!


Fundraising plans help in several ways:

- **Goal Setting:** They assist in setting clear, achievable financial goals that align with the organization's mission and objectives.
- **Sustainability:** They ensure the organization's financial sustainability by creating a roadmap for consistent income.

- **Planning:** They enable the organization to plan out a calendar year of fundraising activities, making operations more predictable.
- **Accountability:** They promote accountability, as the plan serves as a benchmark against which the organization can measure its fundraising performance.
- **Efficiency:** They improve efficiency by helping to identify and focus resources on the most effective fundraising strategies.

Fundamentally, a fundraising plan acts as a vital guide for a charitable organization, projecting a predictable set of activities tied clearly to revenue goals. A good plan ensures that you are not investing what limited resources you have into low yield activities. It creates a realistic path to implement your creative fundraising ideas.

No matter the size or type of organization, a successful fundraising plan requires one key ingredient: buy-in from everyone involved. It's important to get leadership, staff, and volunteers on board with the plan and their assigned tasks for it to be successful.



By having a detailed and thoughtful fundraising plan, your charity can have a shared set of priorities, approaches and activities that will make your fundraising calendar predictable, successful and fun!