

What Are the Steps Involved In Developing a Fundraising Plan?

Step one: build the case

- Create a core communications piece giving donors reasons to support your cause
- Select case support materials (e.g., real life stories that illustrate your mission)
- Create a basic funding proposal
- Share the good things people have to say about your organization
- Put your press kit together
- Gain community support

Step two: identify funding sources

- Research funding sources such as members, community groups, businesses, foundations, corporations, institutions, general public, federal, provincial & municipal governments, special events, and in-kind donations
- Involve your board
- Identify key donors and develop prospect profiles

Step three: select effective fundraising activities

- Plan your cultivation and solicitation activities
- Find corporate giving, foundation and institutional prospects
- Locate corporate sponsorship opportunities
- Create a fundraising activity schedule and calendar

Step four: put the plan into action

- Approach donors (in person, proposals, presentations, canvassing)
- Keep community perceptions positive
- Recognize donors

Step five: monitor the plan

- Design a monthly progress report
- Evaluate your progress and follow-up

Rights

Rights to this material are held by Grant MacEwan College. Permission is granted to any not-for-profit organization to use the material in whole, for any non-commercial purpose, provided that credit is given to the source.

The information in this material is written generally and may not exactly fit the needs of your organization. It is meant to be a starting point for you to deal with some of the issues which face many not-for-profit organizations.

The College is not liable if you use any of the contents of this material. Make sure you have the benefit of professional advice which relates directly to your organization.