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## What is a fund development plan?

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### **Build the foundation**

- get an idea
- gain community support
- organize (provide leadership, formalize a plan, develop an office system)

### **Develop your strategy**

- make your case and set your goal
- research and identify funding sources (members, community groups, businesses, foundations, corporations, institutions, general public, federal, provincial & municipal governments, special events, in-kind donations)
- assign tasks and timelines

### **Launch your plan**

- approach donors (in person, proposals, presentations, canvassing)
- organize special events and activities
- work with the media

### **Manage the process**

- keep the plan on track (review progress, volunteer and media plans)
- keep community perception positive

### **Close successfully**

- recognize donors and volunteers
- tie up the loose ends (collect pledges, complete paperwork, prepare financial statements)
- evaluate success

### **The feasibility study**

An additional starting point for any fundraising development is the feasibility study. A study clarifies public perceptions, refines organizational objectives, and begins the critical task of building a network of potential donors, leaders and volunteers. A study will help you to determine:

- public perceptions of the organization and the programs and services it offers
- responses to the vision and major objectives of the organization
- inclination to financially support the organization's objectives

- inclination to participate in the development plan of action as a leader or volunteer
- identification of the strengths, weaknesses, opportunities and threats to fundraising success

Specifically, the plan should:

- identify potential fund development leaders and volunteers
- identify competing campaigns or developments
- cultivate potential donors and leaders in a neutral environment
- begin to create a network of volunteers.

There are no short cuts to raise the funding your staff, board and constituents desire. To ensure you and your organization enjoy the greatest level of campaign success possible, do your homework.

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