



StEPs-UT Management Building a Fundraising Plan

HANDS-ON ACTIVITY #2 = 25 minutes Evaluating Funding Methods

Instructions:

1. **Select a partner to work with.**
 2. **Read “Writing Your Fundraising Plan - 9 Steps” information below (5 minutes).**
 3. **Complete “Evaluating Funding Methods” exercise on subsequent pages (20 minutes).**
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A fundraising plan is your “roadmap” for the year’s fundraising efforts, activities, and events. This roadmap helps you stay on track and keep things moving. It also shows your progress towards your goals and is a way to evaluate your success at the end of the year.

WRITING YOUR FUNDRAISING PLAN - 9 STEPS

Step 1. Start where you are: Before you can create goals to work toward, you need to know where you are. Anytime you look at a map, you first have to find your starting point. Do a quick inventory of what is working and what is not in your fundraising efforts. An honest assessment of your current situation can lay the foundation for moving forward.

Step 2. Identify your assets: What do you have to work with? Great name recognition? Compelling mission? Something else? Once you know your organization’s strengths, you will know what you have that you can leverage.

Step 3. Set your targets: There are three fundraising targets that you need to shoot for – raising money, renewing current donors, and acquiring new donors. No matter which fundraising techniques you use, you need to include these three targets.

Step 4. Choose your strategies: Pick out the fundraising strategies you want to use that will get you the most donations for the least investment of time, energy, and money, for the greatest long-term gain. Be very purposeful in your choices. Make sure they will work for your organization and support your targets.

Step 5. Set your goals: Once you know which strategies you will choose, set **SMART** goals that are:
Specific, **M**easurable, **A**chievable, **R**ealistic, and **T**imely.

Step 6. Create a plan of action: This may be the most important step! The action plan gives you detailed steps to take in order to reach your goals. It tells you who will do each step, when to do it and resources you need.

Step 7. Work the plan: Taking action is the difference between wildly successful nonprofits and those that languish. You want to be a successful nonprofit? Implement. Take action on your plan.

Step 8. Monitor the plan: Review your plan frequently to see how things are going. If you do not ever evaluate your plan, there is no point in creating one in the first place.

Step 9. Refine as needed: Your plan should not be carved in stone. Things change. Adjust your plan as often as necessary to achieve your goals and hit your targets.

QUESTIONS TO BEGIN THE PROCESS

When does your year begin/end?

- Calendar year (Jan - Dec)
- Fiscal year (July to June)
- Other: _____

Who are the stakeholders to be involved in this process?

- Governing Authority (City Council, Mayor, City Administrator, County Commissioners...)
- Other department staff members: _____
- Development Dept. staff members
- Friends Committee/Board of Directors/Development Committee
- Volunteers
- Other: _____

What overarching goal(s) do you want to achieve by creating this plan?

- Strengthen stakeholder relationships
- Financial goal
- Donor cultivation/stewardship goal
- Marketing & Communications goal
- Organizational/strategic plan goal
- Other: _____

How do your fundraising goals align with your organization's mission? Your organization's strategic plan, vision, and values?

Once you have answered these questions, you are ready to work on your plan!

WHAT FUNDRAISING METHODS SHOULD BE PART OF YOUR PLAN?

- Membership
- Government Support (City, County, etc...)
- Annual Giving (annual fund, direct mail appeals, Giving Tuesday, etc.)
- Individual Giving (major gifts, mid-level giving, board giving, monthly giving program)
- Institutional Grants (foundations, government, corporate)
- Corporate Sponsorships
- Planned/Legacy Gifts
- Fundraising Events
- Facility Rentals
- Other _____

HOW DO I PRIORITIZE MY FUNDRAISING METHODS?

Answer the following questions:

What methods are currently part of my development program?

What methods are providing the highest revenue?

Which methods require the least amount of resources (staff time, money...)?

What methods have the most revenue potential?

[These are your higher priorities]

What methods are not currently part of my development program?

What method is providing the lowest revenue?

Which method requires the most amount of resources (staff time, money...)?

What methods have the least revenue potential?

[These are your lower priorities]

FUNDING method: _____

PRIORITY: _____

Our goal is to raise \$ _____ toward the total goal of \$ _____

Is this method part of our current fundraising efforts?

Do we have the support needed to continue/begin relying on this method? (from Governing authority, community members, staff, donors, volunteers, etc.)

Is it feasible to obtain necessary support?

How would we do this?

Do we have the resources needed to continue/begin relying on this method? (time, budget, etc.)

Is it feasible to obtain necessary resources?

How would we do this?

Have we used a tool to calculate our return on investment (ROI)?

Is this method successful & worth continuing?

What activities, outreach, and opportunities are needed to utilize this method?