



StEPs-UT Management Building a Fundraising Plan

HANDS-ON ACTIVITY #3 = 30 minutes Setting Fundraising Goals & Timeline

Instructions:

1. Select a partner to work with.
 2. Complete Goals and Timeline sections below (20 minutes).
 3. If needed, see the “If you get stuck” information (page 3) or the sample fundraising plan (pages 4-6).
 4. Group discussion about key takeaways from the exercise (10 minutes).
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GOALS TO ACCOMPLISH BY THE END OF THE YEAR

Raise \$ _____ by _____ (date).

(set a total annual goal, additional individual goals will support the main goal)

GOAL: _____

What will success look like?

Responsible:

Consulted:

Accountable:

Informed:

Target Completion Date: _____

Resources needed:

Potential roadblocks:

Strategies to navigate potential roadblocks:

How will we evaluate?

First steps:

- 1.
- 2.

WHAT IS MY TIMELINE TO LAUNCH THE PLAN?

_____ **Months prior** - Initial meetings with governing authority, administration, staff, etc.

_____ **Months prior** - Finalize next fiscal year budget

_____ **Month prior** - Gather fundraising results and other information from previous year(s)

_____ **Weeks prior** - Begin writing plan

_____ **Weeks prior** - Get feedback from administration, staff, & governing authority on draft

_____ **Weeks prior** - Edit and refine plan

_____ **Week prior** - Share plan with administration, staff & governing authority

January 1 or June 1 - Execute plan!

Modified from Rackusin and Yokoi, *Writing Your Fundraising Plan*, 2018 Western Museums Association Annual Meeting, Tacoma WA

IF YOU GET STUCK...

Challenge: “I keep trying to work on my plan, but something urgent always comes up and I haven’t been able to get any progress made on my planning.”

Tip: Ask yourself, “What is one task I can do this week to make progress on my plan?”

Breaking down the writing into smaller chunks that require less time (30 - 45 min) can help you make progress without feeling as if you need several hours free to devote to your planning.

Maybe it is writing down the activities, outreach, and opportunities needed to meet one of your fundraising goals? Or brainstorm the tools you need for each goal?

Tip: Can you ask other development colleagues or co-workers to contribute to the plan? This can both engage the team and support finishing the plan.

Challenge: “We just found out that the Board has new fundraising goals that they would like us to meet.”

Tip: Ask your Executive Director, Chair of the Board, or Development Committee members (depending on the size of your organization) to help develop and write sections of the fundraising plan to see how the “meal is made.” Their buy-in and collaboration can and will be a great support for you.

Challenge: “I’m the only person doing fundraising. It’s overwhelming and I’m not sure where to focus my efforts.”

Tip: Always keep in mind; your fundraising plan is your roadmap. If you are, feeling overwhelmed or stressed out, take a few minutes to review your plan and figure out what you need to focus on next. Your next steps are on the page in front of you!

Tip: Share your feelings with one of your colleagues, supervisor, or a friend. They will offer support and most likely have some helpful suggestions. We all feel overwhelmed or anxious at one time or another. In addition, remember, you have already written your fundraising plan - so you have all the details you need to make progress on your fundraising goals.

Tip: Take a break. Go walk around the block in the fresh air or go check out the exhibits in your museum. Often a change of scenery will give you a new perspective or at least some energy to focus on your next task.

Modified from Rackusin and Yokoi, *Writing Your Fundraising Plan*, 2018 Western Museums Association Annual Meeting, Tacoma WA

SAMPLE FUNDRAISING PLAN

The Kats Museum of Art and Design in Timbuktu (K-MOAD) FY19 Fundraising Plan

KEY

R – Responsible
A – Accountable
C – Contributing
I – Informational

Written by: Development Manager

Input and Review by: Membership Coordinator,
Events Coordinator, Board Chair, Executive Director,
Finance Director

OVERALL FUNDRAISING GOAL: RAISE \$400,000 IN CONTRIBUTED REVENUE

R - Development Manager
A - Development staff, Board, Executive Director
C - Development, Curatorial, Education, Volunteers, Board and lay leaders
I - All Areas of the Organization (Education, Curatorial, etc.) Part of the overall goal and org strategy.

DEVELOPMENT DEPARTMENT OVERALL GOALS

1. Raise a total of \$400,000 in Contributed Revenue
2. Create and Execute a Fundraising Gala that Raises \$100,000 in net proceeds in honor of the anniversary of the Museum's founding 10 years ago and the special exhibition on view: "Caticon," a world-wide traveling exhibition on the history of cats in art.
3. Establish a Planned Giving Program to ensure the future of The Museum through endowment and estate gifts
4. Cross-train staff in other departments to support Development efforts
5. Add 3 lay leaders and Trustees to the Development Committee to support Development efforts

Funding Category: MEMBERSHIP

Goal: Raise \$ 75,000 / 1,200 members

R - Development Manager
A - Membership Coordinator
C - Visitor Services, Volunteers
I – All

1. Email and Mail a campaign to all lapsed members, ticket buyers, and one list trade with the neighboring museum that promotes the big exhibition of the year with a discount to become a member and see it first.
2. Send monthly renewals by email and mail.
3. Offer 2 special member tours of the exhibition to cultivate and steward members.
4. Offer special preview day of the big exhibition opening.
5. Train admissions staff and volunteer on membership and to sell them onsite.

Funding Category: ANNUAL GIVING

Goal: Raise \$ 25,000/ \$20 avg. gift

R - Membership Coordinator
A - Administrative Assistant and Event Coordinator
C - Executive Director and Development Manager
I - Visitor Services, Volunteers, lay leaders, Finance

1. One year-end Giving Tuesday email campaign.
2. Aim to get a gift from Petco to double the donation with each gift made.
3. Using the Giving Tuesday social media campaign to mirror and support Giving Tuesday.

4. Gather a group of volunteers to make follow-up calls for both thanks and asks.
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Funding Category: MAJOR GIFTS

Goal: Raise \$100,000/ 15-25 donors at \$5,000 avg. gift

- R - Development Manager and Executive Director
A - Board, Development Manager, Executive Director
C - Board, volunteers, Development manager, membership coordinator
I - Development and Finance

1. Send a year-end card for the holidays with personal notes to all donors giving over \$1,000.
 2. Division of individuals for one-on-one meetings, phone calls, and emails with Development Manager, Executive Director, Board Chair and a few key Development Committee leaders.
 3. 80% of "Asks" will take place by January.
 4. Asks will include early solicitation to the Gala with a Board discount.
 5. Stewardship will include private dinner with the Executive Director; opening celebration of "Caticon"; private tours behind-the-scenes.
 6. At the first Board meeting, the Board will receive an orientation on how to ask for major gifts.
 7. Are there individuals in this pool to cultivate to be engaged on the Board, in Development work, or on the event committee?
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Funding Category: GRANTS

Goal: Raise \$125,000

- R - Development Manager
A - Development Manager, volunteer grant writer
C - Finance, Curator, Education Curator, Executive Director
I - Lay leadership

1. IMLS at \$75,000 for a registration database for the collection of art renewal with high probability.
 2. NEA at \$20,000 for the Caticon exhibition per the suggestion of the NEA representative.
 3. Timbuktu Chamber of Commerce and Visitors Bureau at \$10,000. K-MOAD has a Trustee who is also serving on the board of the Chamber.
 4. Family Foundation renewal of \$15,000 for school groups to enter and take a guided tour for free.
 5. Timbuktu Foundation for Arts and Culture: \$10,000 in support of the collection.
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Funding Category: FUNDRAISING EVENT

Goal: Raise \$100,000/ 250 attendees

- R - Event Coordinator
A - Development Manager, Executive Director
C - Volunteers; and all staff to help raise funds and work the event
I - All - community and greater Timbuktu community

1. Corporate funds will be focused toward event sponsorship.
 2. Marketing of event to grow audiences- Facebook; Ads in the local newspaper, e-news and all museum communication.
 3. Create an event committee
 4. Develop honorees and to sell tables and sponsorship by January.
 5. Have a one-night celebration that could be replicable IF desirable.
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Funding Category: PLANNED GIVING

Goal: Confirm 5 people who have made legacy commitments

- R - Development Manager
A - Development Manager; Finance
C - Volunteers, Board, Executive Director
I - All

1. Include basic information on Planned Giving on the website.
2. Include a box that people can check when they make their membership renewal for staff to be able to follow up and

- send a letter of intent.
 - 3. Be able to track and manage those who say they will include the museum in their estate plans through e and physical files.
 - 4. Have a Board representative who is a professional estate/ tax attorney be an advisor.
 - 5. Work with Freewill.com to get started on marketing the program.
 - 6. Get 50% board commitment to include a gift to the museum in their estate plans.
 - 7. Acknowledge those who are making a commitment now by listing their names on materials.
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FY19 DEVELOPMENT CALENDAR

QUARTER 1 (JULY – SEPTEMBER)

- **July**
 - 7/1 New Fiscal Year (FY 2019)
- **August**
 - NEA Grant due
- **September**
 - 9/10 Prepare stewardship cards with personalized notes to be mailed
 - Approval to use Freewill.com and add information on Planned Giving to the website

QUARTER 2 (OCTOBER – DECEMBER)

Note: This is a key time period to close year-end gifts, especially with new and current tax laws; IRA distribution at 70 ½; and many who do not pay out of a DAF (donor advised fund). This time will be key for making calls, closing gifts with meetings, and finalizing many asks.

- **October**
 - Major Gift outreach Dinner with the Director
- **November**
 - First Event Committee meeting
- **December**
 - 12/3 Giving Tuesday e-appeal
 - IMLS Grant Due
 - 12/31 Year End

QUARTER 3 (JANUARY – MARCH)

- **January**
 - Event sponsorship Packets out the door Grant Due
 - Email about the new planned giving program
- **February**
 - Caticon Opening Party Member Viewing
- **March**
 - Private tours for members

QUARTER 4 (APRIL- JUNE)

- **April**
 - Finalize ticket sales the event and all corporate sponsorships Thank you follow up
- **May**
 - Cat-a-Rama Gala Event
- **June**
 - 6/30 Fiscal Year-end

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