

Non-Profit - Fundraising Plan

Modified from a document by Kristy Hall

A nonprofit organization's year-long plan for fundraising is crucial. Here are some tips & topics to get you started.

1. Have a Written Plan

An organization must have a written development and fundraising plan to be successful. The plan does not have to be an epic — if your organization is just starting out with a comprehensive fundraising plan, then consider a plan of 2-5 pages.

2. State Your Goal Clearly

Sounds pretty basic, doesn't it? Well, make sure you know the difference between your budget and your fundraising goal. And, make sure your entire leadership team is aware, understands and has buy-in in the fundraising goal. You may want to consider a multi-year plan or projections, as well.

3. Estimate Resources Required

Be sure to include an estimate of the amount of time the staff, board members and volunteers will need to spend to make sure your development and fundraising plan succeeds. Additionally, be sure to include the hard-costs you will incur, such as postage, website development/maintenance, and special events.

4. Create a Timeline

Create a timeline that covers the entire year, identifies specific events and identifies the individuals who will take the lead for each event or project. The timeline may change but having an initial written timeline will increase your likelihood of success.

5. Identify Specific Funding Sources

Review your current funding sources or possible sources. Think creatively about how you might be able to leverage your current resources and expand your funding sources. Consider funding sources from:

- Individual Donors/Congregations
- Foundation Grants
- Special Events
- Local, State, federal Government Funding
- Civic Groups/Universities
- Product Sales/Earned Income
- Utility districts