



Fundraising strategy template

Strategy developed by:

the team who have come together to develop the strategy

Date:

important to note when this took place – strategies need to flex to the external contexts, so knowing when it was last written/reviews is often helpful!

Overview:

This can be filled in last – but it is useful to write it down to be sure you articulate what you want to achieve, how much money you need, how long you have to raise it.

What is your goal?

This might be your overall organisational goal, or something more specific – eg, raise funds for a new building, or a specific community project

What is your current funding situation?

What funding do you currently have and where from? It is useful to list out the funding sources and the amounts, this helps to show where your strongest income streams are.

What are your funding needs?

How big is your funding gap between where you are and where you want to be? How much money do you need and what are the costs involved?

When do you need to raise the money needed by?

How long do you have to raise this money? If your aim is to support organisational growth generally, you may need to double your income over 5-10 years. If you want a new roof by the next rainy season, you may have less than 12 months to achieve your goal.

What are your strengths and what opportunities do you have?

List the strengths and opportunities you have identified as viable–also state any key weaknesses or threats that could potentially undermine these opportunities. These are flagged as things to watch and risks to manage, rather than those that undermine an activity completely. If a weakness/ threat completely undermines an opportunity it is not viable.

Which fundraising methods do you believe would be viable for your context?

List the ideas you think would be appropriate, or have worked in the past or are agreed to be worth exploring. How much do you think each could raise? What would they cost to do? This is your long list of ideas – and worth documenting so you can see the path that the selection process took, or revisit the ideas in the future.



Which methods/ activities do you think will be most likely to succeed?

From your long list, which activities are the best options? How much is it reasonable to think each will raise? What other consideration are there? It can be useful to use a grid like this to prioritise ideas:

Funding source	Probability of success	Risks	Benefits	Costs
Eg, hosting an event	<i>High - we have experience of events and run them annually and know what to expect.</i>	<i>Low - but worth considering if there is room for another event on top of the others established</i>	<i>High profile. Raises awareness as well as funds</i>	<i>Can be expensive - need to hire staff a venue, print invitations etc...</i>
Eg, developing partnerships	<i>Medium - can take time to reach a point of funding relationships, and can depend a lot on external factors.</i>	<i>Low - partnerships are valuable in many ways. The main risk to consider is around who you partner with - Rio Tinto is a very different set of factors to UNICEF, for example!!</i>	<i>High - could lead to long term funding and new opportunities</i>	<i>Low - relationship building takes time but not too much cash</i>
Eg, crowd funding campaign				
Eg, writing to grant making trusts				



Actions and timescales

Who is going to do what, and when, to pursue the opportunities identified? Again, it can be helpful to populate a grid to capture all the relevant details.

Funding source	Who responsible	Resources needed	Action required	Time frame

Measuring progress

How will you know that your plan is going well? Are you clear that you know what success will look like? What would you need to aware of to adjust your plan if needed? How often should you be checking this information?

Date	Funding source	Method of monitoring progress	By whom	By when

Contingency plans

It is helpful to think ahead to what you would do if your plan doesn't work as expected – having a brief idea of contingency or exit plans helps avoid situations where you continue to pursue something long after the opportunity has disappeared. Who would make the decision to change course? What might be the tipping point you can imagine leading to that decision?

Project	Funding source	Alternative funding source	Exit plan