Candid.
Learning

Introduction to fundraising planning

Nonprofit revenue

- Program services — 70%
- Contributions — 23%
- Other revenue — 7%

Source: Candid, 2020

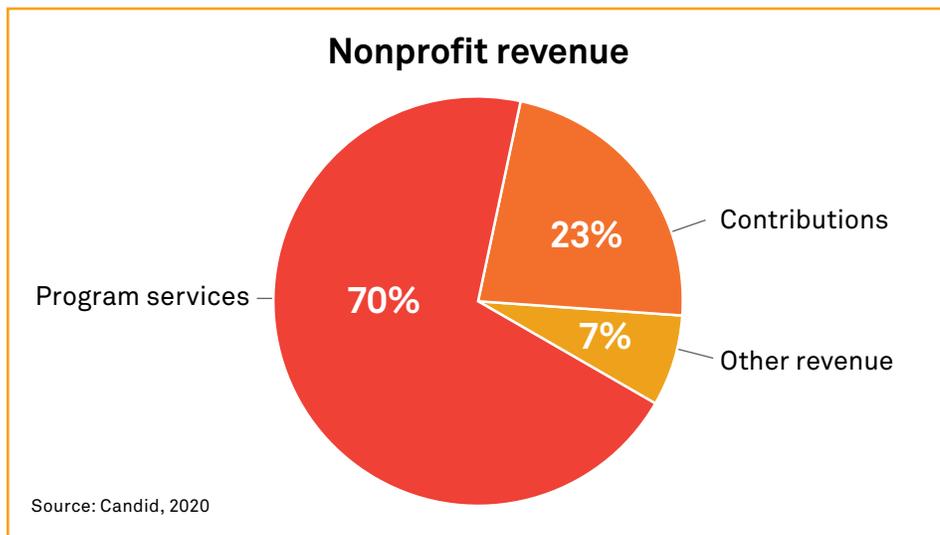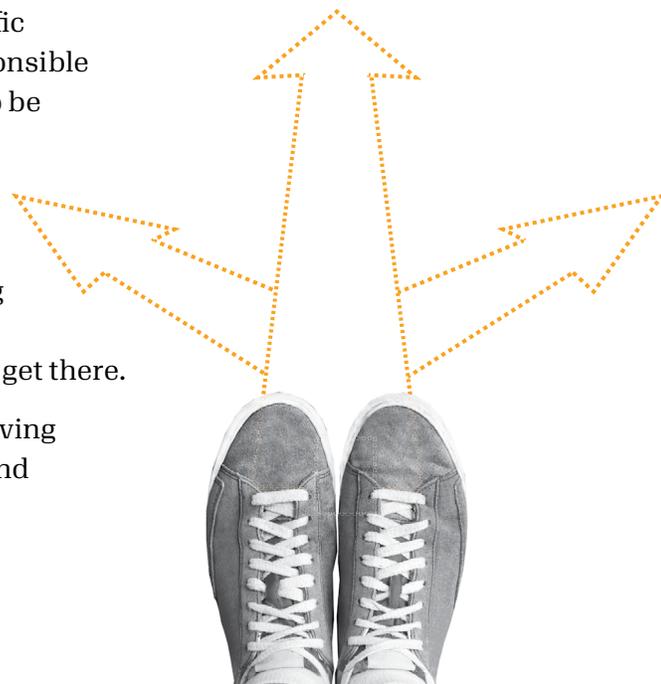## Key takeaways

- Know where you're starting and where you need to go
- Diversify your funding streams
- Set realistic goals
- Evaluate your plan and revise as needed

What is a fundraising plan?

A fundraising plan is a living document which lays out specific fundraising tasks and strategies, including who will be responsible for completing them and the timeframe of when they need to be accomplished.

Why is it important?

- Planning focuses an organization by setting fundraising priorities and helps give staff, board, and volunteers an understanding of the big picture—with a plan on how to get there.

- Board involvement is critical to fundraising success. Having an agreed-upon plan strengthens board commitment and involvement with the program's fundraising goals.

- A diversified fundraising plan prevents an organization from becoming over-dependent on one source.

6 steps for developing a fundraising plan

1. Identify your assets
- What are your current organizational strengths?

2. Develop a case statement
- Why does your organization need and merit support?

3. Set your goals
- Start where you are.
- Who are your current funding partners?
- Who are your largest funders?
- Where could you strengthen your funding base?
- Which funders could provide you with the most long-term security?
- Which additional funders/streams might you be able to add to your funding mix?
- How much time and money will it take to secure additional funding partners?
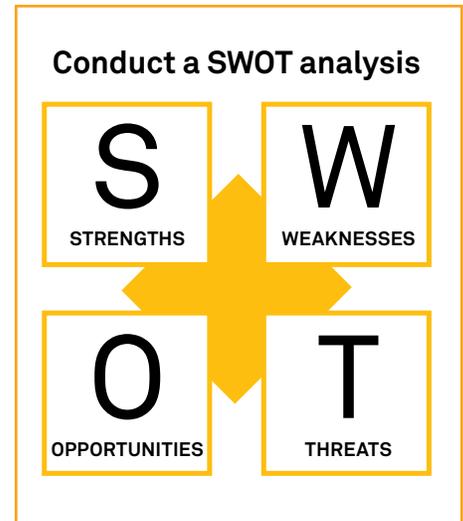
4. Create an action plan
- What strategies will you use?

5. Implement your plan
- Check in regularly to make sure you're on track.

6. Evaluate your plan
- What worked and what didn't?
- Was the money raised worth the time and effort?

Conduct a SWOT analysis

S	W
STRENGTHS	WEAKNESSES
O	T
OPPORTUNITIES	THREATS

Next steps

Check out these other Candid Learning classes:
- Introduction to Proposal Writing
- Introduction to Project Budgets
- Proposal Writing Workshop
- Proposal Writing Boot Camp