

CHEAT SHEET

MODULE 1



The fundraising strategy of your organization is the document that details your fundraising plans throughout the next years. It connects your organizational goals to a budget and adds information about how you will implement the necessary steps. It also gives responsibilities and tasks to your team and details a timeline.

The fundraising strategy basically should answer the three questions every good strategy should answer:

- > WHERE ARE YOU TODAY? > WHERE DO YOU WANT TO GO?
- > HOW WILL YOU GET THERE?

Step 1

Evaluate where your organization is standing today. Where does the current funding come from? Is it enough? Who is responsible for fundraising? Did this system work in the past?

Step 2

What will be your fundraising needs in the next months /years? Are your current strategies appropriate to satisfy them? Are you raising enough money to fulfil your goals?

Step 3

How will you satisfy your fundraising needs? Which fundraising channels do you want to use in the future? What is your timeline for this? Who will be responsible for the execution of your strategy? What are the milestones?

If you rely heavily on one income source, you will run the risk of being left with nothing in case the circumstances change. Put your fundraising strategy on a stable base and diversify your fundraising.

YOU CAN USE DIFFERENT FUNDRAISING CHANNELS DO DIVERSIFY YOUR FUNDRAISING

- *Bilateral and Multilateral Aid*
- *Private Charities and Foundations*
- *Individual Donors*
- *Government*
- *Corporate Giving*
- *Social Enterprises*

3 HABITS OF SUCCESSFUL FUNDRAISERS

1. Talking to everyone
2. Reading the acknowledgements
3. Giving thanks