

FUNDRAISING PLANNER

KEY AREAS	NOTES
<p>1. Determine the FUNDRAISING GOAL</p> <ul style="list-style-type: none"> • What are our fundraising goals? <ul style="list-style-type: none"> ◆ What are the funds for? ◆ How much money needs to be raised? ◆ Estimate the time available for completing the fundraising project 	
<p>2. Identify the TARGET AUDIENCE</p> <ul style="list-style-type: none"> • Who is your target audience? <ul style="list-style-type: none"> ◆ new members ◆ local businesses ◆ community members ◆ club members 	
<p>3. Create a FUNDRAISING STORY</p> <ul style="list-style-type: none"> • Create your fundraising story <ul style="list-style-type: none"> ◆ Why does our club need this money? ◆ Who and how many people will benefit from this money? ◆ When are the funds needed? 	
<p>4. Establish the TYPE OF FUNDRAISER</p> <ul style="list-style-type: none"> • What type of fundraiser is best suited for your cause? <ul style="list-style-type: none"> ◆ event ◆ raffle ◆ sponsorship/partnership/donations ◆ product sales ◆ grants ◆ other 	
<p>5. Implement a MARKETING & PROMOTION PLAN</p> <ul style="list-style-type: none"> • Identify promotional opportunities: <ul style="list-style-type: none"> ◆ direct appeal letter ◆ newsletter article/write-up ◆ press release ◆ email campaign ◆ website ◆ social media ◆ flyer ◆ celebrity recruitment ◆ bulletin board ◆ radio 	



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<p>6. Construct an OPERATIONAL EVENT TIMELINE</p> <ul style="list-style-type: none"> • Form a committee (if needed): <ul style="list-style-type: none"> ◆ assign roles and tasks ◆ recruit volunteers • Create an event timeline and include: <ul style="list-style-type: none"> ◆ Budget: <ul style="list-style-type: none"> ◆ What are the expected costs? ◆ What is the expected revenue? ◆ Important dates: <ul style="list-style-type: none"> ◆ start/end dates, event date(s) ◆ booking/reservation deadlines ◆ product distribution timeframes (deadlines, shipping, distribution) ◆ permits ◆ set-up, supplies timeline, equipment ◆ communication/promotion timeline 	
<p>7. THANK SUPPORTERS</p> <ul style="list-style-type: none"> • How will we thank our supporters? <ul style="list-style-type: none"> ◆ thank-you notes ◆ public recognition ◆ thank-you event ◆ certificate/award 	
<p>8. EVALUATE your fundraiser</p> <ul style="list-style-type: none"> • Did we run a successful fundraiser? <ul style="list-style-type: none"> ◆ Were the funds needed raised? ◆ Did our target audience participate? ◆ Did we reach new members? ◆ Will supporters take part in this type of fundraiser in the future? ◆ What changes can we make to improve future fundraisers? 	

