

## **Fundraising Strategy Template**

### **BACKGROUND INFORMATION**

- This template can be used by a small group to set out their ***fundraising aims***.
  - Your fundraising strategy should be informed by what your ***future plans*** are (so what you may have set out in a Business Plan. WCAVA also has a Business Plan template available)
  - It should be ***time-limited*** (set the strategy over a specific timescale e.g. 3 years)
  - Set a ***regular review date*** – at least annually, so you can see how you are progressing against your Action Plan targets.
- 

### **CONTENT OF A FUNDRAISING STRATEGY**

#### **1. Background to your group**

Explain your mission, history, what you do/the services you provide

#### **2. Current situation**

Where are you currently in terms of your organisation's development and your work?

You could include a **SWOT Analysis** here. This is an analysis of your organisation's **Strengths** and **Weaknesses** and the external influences on your organisation that could be as either an **Opportunity** or a **Threat**.

#### **3. Current funding position**

This should identify your organisation's existing sources of funding – use this as a baseline for your fundraising strategy, to set achievable targets.

#### **4. Developing funding sources**

This simply lists various methods that your organisation will consider in its future funding. Other areas to include are actions related to fundraising such as budgeting and reviewing expenditure. Set out what your expenditure is and, if possible, try to forecast what your expenditure will be for the timescale of your Fundraising Strategy.

---

You could put this all in a table form.

<b>Year</b>	<b>Expected Expenditure</b>	<b>Income target</b>
Year 1		
Year 2		
Year 3		

## **5. Action Plan**

This section prioritises your fundraising actions. Your action plan should set SMART objectives.

### **SMART MEANS**

- **SPECIFIC**
- **MEASURABLE**
- **ACHIEVABLE**
- **REALISTIC**
- **TIME- BOUND**

Example of a SMART fundraising objective

*We will raise £1,000 by December 2021 by running two fundraising community events*

**An Action Plan template is outlined below.**

---

### Example of a Fundraising Action Plan

<b>Fundraising source</b>	<b>This year's figure</b>	<b>Target</b>	<b>Actions</b>	<b>By when</b>	<b>By whom</b>
<p><b>Individual giving</b></p> <p>One-off and regular donations</p> <p>Fundraising campaigns</p> <p>Gift Aid</p> <p>Legacies (if appropriate)</p>	E.g. £1,000	<p>Yr 1: £1,500</p> <p>Yr 2: £2,000</p> <p>Yr 3: £3,000</p>	<p>This includes one off and regular donations to your charity from individuals.</p> <p><b>Example targets</b></p> <ul style="list-style-type: none"> <li>• Design appeal letter and send out to all supporters</li> <li>• Set up link on website to enable online giving</li> <li>• Promote ways to give on social media</li> <li>• Register for Gift Aid and ensure all eligible donors are signed up</li> <li>• Run an annual fundraising campaign</li> <li>• Drip-feed legacy message in all publications, website, annual reports.</li> <li>• List organisation with legacy promotion sites in our information on legacies (e.g. <a href="http://www.rememberacharity.org.uk/">http://www.rememberacharity.org.uk/</a>)</li> <li>• Thank all donors</li> </ul>	<p>Set an achievable timescale</p> <p>Month/Year</p>	<p>Name the person that will carry out the action</p>
<p><b>Community Fundraising</b></p> <p>Events</p> <p>Volunteer fundraising initiatives</p>	£500	<p>Yr 1 £1,000</p> <p>Yr 2 £1,500</p> <p>Yr 3 £2,000</p>	<p>Community events could be coffee mornings, sponsored walks, afternoon teas, gala dinners, Christmas Concerts etc. The primary aim is to raise awareness of your organisation as well as to generate income. If Covid restrictions still apply you may want to consider on-line fundraising events, such as a charity auction.</p> <p><b>Example targets</b></p> <ul style="list-style-type: none"> <li>• Develop and deliver a Christmas Coffee morning and bake sale</li> </ul>		

			<p>Encourage a pool of volunteers to undertake fundraising; this could be E-bay sales, challenge events like running a marathon etc. Provide training and mentoring support for volunteers.</p> <p><b>Example target</b></p> <ul style="list-style-type: none"> <li>• 2 volunteers taking part in challenge events to raise funds.</li> </ul>		
<p><b>Corporate giving</b></p> <p>Sponsorship</p> <p>In-kind support</p>	£0	£1,000	<p>Look at which local companies may support your work – remember to think about what you could give in return</p> <p>Some corporates have their own charitable trusts and foundations.</p> <p><b>Example target</b></p> <p>Approach 3 local companies to support our sponsored walk with match donations</p>		
<p><b>Grants</b> – e.g.</p> <p>Trusts and Foundations</p> <p>Local authority</p> <p>Public funders – e.g. The National Lottery Community Fund programmes</p>			<p>Identify a number of trusts that support the general area of work of the organisation.</p> <p>Identify any opportunities to make applications to these trusts for activities that are not presently being funded.</p> <p>Ensure all trusts who provide funding receive annual reports and thank you letters. Also, consider inviting to any open days and / or AGM. Seek to build up a relationship with these trusts. Also, identify trusts who will be happy to receive an application from you annually.</p>		

			<p><b>Example targets:</b></p> <ul style="list-style-type: none"> <li>• Apply to 3 relevant trusts to support our youth work</li> <li>• Apply annually to the Heart of England Community Foundation</li> <li>• Submit a National Lottery 'Awards for All' application</li> </ul>		
<b>Contracts</b> (if applicable)			Explore whether your organisation could bid for local authority or health authority contracts to increase your income		
<b>Trading</b> E.g. room hire Merchandise			<p>If you already trade, then set to increase your targets in this area or explore new trading opportunities.</p> <p><b>Example target</b></p> <p>E.g. Increase hire income by 10% by promoting and targeting X new groups to use our facilities</p>		
<b>Other</b> E.g. membership fees			<p>You may have a membership base that pays subscriptions.</p> <p><b>Example target</b></p> <p>Increase membership by 5% annually</p>		