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**Fundraising Plan :
A Key to
Successful Fundraising**



Fundraising Plan: A Key to Successful Fundraising

Fundraising can be a lot of fun for the fundraisers and for those who are attending the event. It allows the people to meet new friends, deal with different people of different personalities, and in the end raise funds for a good cause. It even has the power to bring out generous people and volunteers who are willing to exert a bit of their time and effort for the benefit of the group, and it's nice to know that it is through fundraising that some of the well-known charities and public service organizations in the whole world are now left with plenty of support.

However, although it seems easy and a light task to handle, organizing a fundraising event is not as easy as you may think. The truth is, there are a lot of factors that need to be taken into consideration, and one of the most important factors to be considered is none other than the fundraising plan.

What is a Fundraising Plan?

I bet you all know that planning holds a very critical part in every event. When it comes to fundraising, planning is the building block. A fundraising event wouldn't be successful without it, the reason that thousands of the fundraisers since the early days till now pay great attention to the planning.

It is often said that the planning process in fundraising is not a do-it-yourself process. It is not even a one-time process. Well, this is mainly for the reason that planning in fundraising should not only be considered once. In fact, it can't be completed in just a day. It will take you days and hours to fully figure out what will be best for your fundraising event, and it is so important knowing that it is

where the success of the event depends on. Without a proper planning, expect then your fundraising even to be bad.

But what really is a fundraising plan? What is and isn't involved?

Fundraising plan is simply a development plan. Yes, that's what many people call it, and it is named as such knowing that the primary aim of the plan is to develop an event that will be great enough to raise funds for whatever valuable purposes you may have. It is basically the framework for your development program.

However, there are certain things that must be noted when considering a fundraising plan. What these things are? Consider the following:

- A fundraising plan should be developed in line with the strategic plan of your organization. Every organization has a strategic plan in mind or in print, so review it and align your fundraising fund with it.
- Always remember that a fundraising plan is a living and working document. So don't just leave it anywhere. Don't let it just sit on the shelf and leave it there without being unattended. Note that it is your management tool and it is developed to help you measure the progress of your fundraising event.
- Make sure to create your fundraising plan as neat and well-written as possible. A well-written plan can definitely produce good results.

So the basics of fundraising plan are given. Now, it is important to keep in mind that although the planning lasts for days or even weeks, it will save you time in the end. It will even help you and your organization ensure that you will achieve long term sustainability for your fundraising project or event.

How to Prepare for a Fundraising Plan

Preparing for a fundraising plan can be difficult especially if you have no exact idea in mind on what to do and why you should do it. But don't worry, it is for this reason that this article is written. If you want to develop a fundraising plan to the best way possibly, consider the details mentioned below first.

Know the Importance of Planning

It is given that developing a fundraising plan is one of the most essential parts of building an effective fundraising project or program. The problem now occur as most fundraisers and other professionals thinking of organizing a fundraising event are to some degree busy with their hectic schedules at work and at home. Because of this, they end up considering a fundraising program at the last minute, without proper planning. Well, although not always the case, a fundraising event that is raised without proper planning often turns out unsuccessful. This is where planning matters a lot.

But in what way that fundraising planning matters? Why plan?

Many fundraisers consider fundraising planning for certain aims. It is through these aims that people involved in the fundraising project really tried their best to develop a tactic that will give them better results in the end, and to mention in particular, one of the most common grounds that planning matters is the idea of raising money for whatever purpose the organization has maintained.

See, for instance, the nonprofit organizations. It is usual in their case that the need to raise money to support their needs is very much crucial. This is basically for the reason that with the money they raised through fundraising, their organization will continue to operate and grow. It seems then that fundraising is

their source of living, but it would be unfortunate for them if they won't develop a fundraising plan simply for the reason that nothing will aid and guide them to make their actions possible. They may also aim to expand their operations, but without a fundraising plan, that too would be impossible.

A fundraising plan also matters for developing more and more volunteers. Volunteers are needed if you want your organization to grow, and nothing will guide you to encouraging volunteers to join your organization and serve the public if without a fundraising plan. It is your plan actually that identify the strategies that would be best for your volunteers to promote your fundraising objectives in the community.

Speaking of strategies, it is a crucial move to understand what works and why when preparing for a fundraising plan. The idea behind this is to determine what exactly works best for your project. All too often the actions that are thought to be effective in the first place tend to produce not the desired results. So, if you want to make your project as successful as possible, then it is better to start preparing your plan as early as possible. It can help you asses how productive and how effective are the fundraising actions you have developed in the first place.

Target whatever future plans you have in mind and be sure to understand the mistakes you have done in the past. Act towards your aim, but be sure to asses both the internal and external environment when planning for the future of your organization and your fundraising project.

It would also be a good move to start engaging in key constituents. Many fundraisers have already recognized this need. But before you can start engaging on key constituents, you need to have a plan that will guide you in creating strategies that will effectively connect staff, directors and volunteers to the mission of your organization.

Conduct Your Development Audit

One of the major keys in a successful fundraising is the conduct of the development audit. Many experts have already said that the key piece of the research and planning process requires looking at what the organization have exerted in terms of effort and time to their fundraising projects. This is importance simply to determine where your project is already at and where it is heading. Once this need is identified, start building your plans for future fundraising.

The development audit comes in a number of forms. There are some development audits that appear to be so simple one-page assessment tools, while others take in a much complicated form as they usually require hiring an outside consultant who will do the evaluation of your organization's current fundraising situation. It is this variation actually that somehow makes the auditing puzzling and sometimes complicated. But, whatever form you consider, always remember that the conduct of development audit falls under a number of different areas. These areas should be evaluated as carefully as possible to determine how exactly your fundraising project or aim loads up in these areas.

So you want to know what these areas are. Here are the following:

- ***Planning*** – It is important to evaluate in the first place how involved is your key leadership in the development planning. Understanding what you can do for the benefit of your organization is a crucial thing to do when conducting a development audit.
- ***Leadership*** – In this area, what is commonly asked is how active is the group in raising money for the project planned. The questions regarding the financial support also fall under this area.

- ***Volunteers*** – As mentioned, volunteers are necessary for expansion. So if that's one of your primary objectives, then evaluate whether you have a strong volunteer training program or not.
- ***Budget*** – This area is very much important to evaluate for the reason that this is one of the factors that determine how successful the fundraising project will be. So when conducting a development audit, consider how much you have in hand to support your fundraising event.
- ***Donor Research*** – When conducting a development audit, consider the abilities of your group to conduct a donor prospect research. The research will help you identify who your targets will be and how big is your chance to obtain support from them.
- ***Fundraising Techniques*** – As you may know, there are a number of techniques involved in fundraising. So when thinking about it, evaluate first which and what of the available techniques will best suit your needs. Simply go for the most effective one.
- ***Fundraising Environment*** – When considering a fundraising, see to it that you've got the perfect area to conduct your fundraising event. Whether it is an internal or external environment, make sure that it gives you enough space to do the event.

How to Bring Your Fundraising Plan to Life

So you've got all the basic tools for developing a fundraising plan. This time, it is best for you to consider how you can bring your plan to life, or how to make it work.

The fundraising plan once set up and finalized can easily be developed to work. In the first place, you've got all the tools necessary to make it work. All you need to have now is your own effort and time for making your plan possible.

Perhaps the primary thing you can do to bring your plan to life is to put to fundraising plan on paper. Once written, don't just leave it on the shelf. Make it work and allow it to do certain changes to your community and your group. Raise money and use it to support whatever valuable purpose you have in mind. But to maximize your fundraising benefits, start first by writing and implementing your fundraising plan by noting and considering all these tips:

Tip #1: *Be Flexible*

What I mean about being flexible is to simply consider your fundraising plan as work in progress. Note that the plan you may have right now can still be used and developed for future fundraising. So make it a living document.

Tip #2: *Set Your Goals and Objectives Clearly*

A clear goal and objective will definitely guide you to making your fundraising project successful. So consider proposing a timeline. Set job assignments and make use of them to get everything done.

Tip #3: *Put Together Your Strategic and Fundraising Plan*

As you may notice, I have mentioned this earlier. But to remind you and to give you an idea on how to make your fundraising plan work, simply note that the key is to integrate your fundraising efforts with your strategic plan of your organization.

Tip #4: *Aim for Action*

There is only one main thing to note here: don't get bogged down in paperwork. Simply put, do your best to lead your fundraising plan to action.

Tip #5: *Instill your Mission in Mind and Stay Focused to It*

Whatever is your mission for considering and planning a fundraising event, always note that mission in mind and stay focused to it. If your mind is focused, it's no wonder that you'll attain what you have desired.

That's it! Now, are you still with me? If so, then good luck!

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