

The Fundraising Plan

a Tool for Nonprofits

Welcome to the Fundraising Plan -- A Tool for Nonprofits

The tool is designed to enable nonprofits to easily create a Fundraising Plan that will serve as a guide for your organization's fundraising activities during a set period of time.

Tips for creating your fundraising plan:

- Answer each question being mindful of your organization's current fundraising efforts and what your potential is.
- If an item is not applicable to your organization at this time, simply pass over it and go on to the next question.
- In implementing the plan, although not always explicitly stated, use a variety of solicitation methods as appropriate for the specific activity and donor prospect group.
- Solicitation methods will include direct mail, special and annual appeals, newsletters, special events, targeted events, face-to-face solicitation, and online fundraising.

