

Fundraising campaign plan

Campaign Name:

Fundraising Period:

Launch Date:

Campaign Objective:

Campaign Mechanism:

Target Market:

Fundraising Goal:

Campaign Budget:

Target Participants:

Target Avg Fundraising Amount

Campaign Background And Considerations:

Fundraising campaign plan

Rasci framework

Focus area

Responsible

Accountable

Supportive

Consulted

Informed

Risk Register

Risk

likelihood

Impact

Risk Score

Mitigation Strategies

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Fundraising Campaign Plan

Key Messages And Storytelling:

Campaign
Theme:

Core
Message:

Supporting
Messages:

Story Bank:

Personal Story

Participant Story:

Impact Story:

Call to action:

What you need

Format

Content Requirements:

Video:

Images:

Written content:

Audio:

Graphics:

12 Week Comms Schedule

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Week 9

Week 10

Week 11

Week 12

Campaign on a page

Campaign Name:

Fundraising Period:

Target Market:

Core Message:

Fundraising
Goal

Campaign
Mechanism:

Target
Participants:

Target Avg
Fundraising
Amount:

Promotional plan	Awareness	Engagement	Conversion	Retention
	Paid TV	Organic social	Registration webpage	Email journey
	Paid Radio	Direct mail	Fundraising webpage	Incentives
	Out of home (billboard etc)	Telemarketing	Fundraising guide	Merchandise
	PR/Media	Email Marketing	Social community	Digital badges
	Paid Social	SMS	Printed assets	Feedback surveys
	Digital Advertising	Editorial	Social assets	Competitions
	Webpage	Native content	Digital retargeting	Impact communications
	SEM	User generated content		Thank you comms
	Affiliate Marketing			
Influencer Outreach				