

# 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  
(1-5)

Impact  
(1-5)

Risk score  
(L x I)

Mitigation strategies

# Fundraising campaign plan

## Key messages and storytelling

Campaign theme:

Core message:

Supporting  
messages :

## Storytelling elements

Personal Stories:

Impact stories:

Emotional stories:

CTAs:

# Campaign on a page

**Campaign name:**

**Fundraising period:**

**Fundraising goal:**

**Target average fundraising amount:**

**Target participants:**

**Campaign mechanism:**

**Core message:**

**Supporting messages:**

**Target market:**

	Awareness	Engagement	Conversion	Retention
<b>Promotional plan</b>	Paid TV	Organic social	Registration webpage	Email journey
	Paid Radio	Direct mail	Fundraising webpage	Incentives
	Out of home (billboard etc)	Telemarkting	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			