

Fundraising Strategy.

Prepared by:

Date:

Goal:

Weighting (%):

Objective 1:

Objective 2:

Objective 3:

Objective 4:

Objective 5:

Objective 6:

Budget:

Expected Income:

Donor Segments:

Segment 1

Segment 2

Segment 3

Segment 4

Segment 5

Segment 6

Segment 7

Segment 8

Fundraising Strategy.

Key fundraising activities:

Activity 1

Activity 2

Activity 3

Activity 4

Activity 5

Activity 6

Key tactics:

Key tactic 1

Key tactic 2

Key tactic 3

Key tactic 4

Key tactic 5

Key tactic 6

Key tactic 7

Key tactic 8

Key tactic 9

Fundraising Strategy.

Rasci Framework:

Responsible Accountable Supportive Consulted Informed

1

2

3

4

5

6

Risk Register
Risks

Likelihood Impact Score Mitigation Strategies
(1-5) (1-5) (1-5)

Fundraising Strategy.

Indicative calendar of activity

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

Fundraising Strategy On A Page.

This page summarises the key outputs from pages 1–4. Complete the full strategy first, then use this page to share with your board, volunteers or other stakeholders who need the overview quickly.

Created by:

Date published:

Goal:

Fundraising
Target:

Budget:

Objective 1:

Objective 2:

Objective 3:

Objective 4:

Objective 5:

Objective 6:

Key segments

Key activities: