

Strategic Fundraising Plan

The Board's Role in Fundraising



The Strategic Fundraising Plan

Whether a nonprofit is financially stable or struggling, fundraising is a priority. Or is it? Sometimes we unintentionally find ourselves in a fundraising rut and need to consider additional strategies. Is it time for your organization to revisit its fundraising strategies?

Use the principles of good strategic planning: Collect data to assess internal and external fundraising environments, include the right people in the planning, set stretch goals and realistic timelines, define clear action steps, engage the board, staff and key donors and assign ownership of actions. Stay true to your mission and focus on the possibilities.

Sample Goals/Strategies

- Increase the number of individual donors
- Increase corporate sponsorships
- Increase engagement, number and giving level of major donors
- Increase number of bequests
- Seek additional grant funding
- Improve processes: record-keeping, engaging donors and thanking donors

Sample Actions

- Recruit board members with fundraising experience
- Require 100% giving of board, executive director and key staff
- Offer fundraising training to board and staff
- Cultivate potential donors with new strategies
- Engage current donors in new ways – enlist key donors to engage other donors
- Research grant opportunities
- Establish partnerships with other organizations to share resources and information or to co-apply for grants
- Actively involve staff and volunteers in fundraising
- Communicate impact to the donors

As always, review the plan on a regular basis, track progress toward the goals, refer to the plan to guide decision-making and revise the plan as necessary.

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