

The main elements of a Fundraising Strategy

- **Organisation and Environment**
 - Background to organisation and fundraising history
 - SWOT analysis (strengths, weaknesses, opportunities and threats) and implications
- **Strategic aims**
 - Where the organisation is heading – main prioritized aims
 - Boston Matrix (what are your 'cash cows', 'rising stars', 'problem children' and 'dead dogs'?)
- **Organisation's resources**
 - Budget
 - Staff
 - Volunteers
- **Fundraising environment**
 - General landscape of funders
 - Competition/collaboration
 - Summary and recommendations
- **The Case for Support**
 - What is the need and how the organisation meets that need
 - Matching organisation's objectives to funder interests
- **Finances section**
 - This involves detailed costings of each area of work and the costs associated with fundraising
- **Action plan/operational plan which includes**
 - The sources of funding are you going to approach for each area of work and how much you intend to ask for from each type of funder – this will inevitably get less precise in the longer term
 - The timetable and how that fits with **when** you need the support/funding
 - Who will do the asking and how i.e. letter/email/face to face etc
 - What resources it takes to ask (see financial section)
 - Use the Ansoff Matrix to inform (an analysis tool looking at which sources of funding you can use for new and existing projects)
- **Evaluation and monitoring section which details**
 - Who is responsible for systems to track which funder/sources you have asked and what the timetable is for getting an answer?
 - How often you review the outcomes of the fundraising?
 - How often the plan updated and or modified?
 - Targets reached
 - Who is informed/reported to