

Fundraising Game Plan

Mission Statement:

Campaign Goal: How much money do you want your organization to raise? \$ _____

Target Audience: Who do you want to reach? (Check all that apply)

- | | | | |
|----------------------------------|--|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Board | <input type="checkbox"/> Alumni | <input type="checkbox"/> Grandparents | <input type="checkbox"/> Young Adults |
| <input type="checkbox"/> Clients | <input type="checkbox"/> Business Partners | <input type="checkbox"/> Parents | <input type="checkbox"/> Kids |
| <input type="checkbox"/> Donors | <input type="checkbox"/> Families | <input type="checkbox"/> Staff | <input type="checkbox"/> Other: _____ |

Marketing Tools: What marketing platforms will best reach your supporters?

(Choose what you can realistically accomplish)

- | | | | |
|---------------------------------------|---|--|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Email/E-Blasts | <input type="checkbox"/> Mail Inserts | <input type="checkbox"/> Website |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Personalized Letter | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Hand-Written Card | <input type="checkbox"/> Face-to-Face Visits |
| <input type="checkbox"/> Hootsuite | <input type="checkbox"/> Fliers | <input type="checkbox"/> Post Card | <input type="checkbox"/> Swag Items |
| <input type="checkbox"/> Other: _____ | | | |

Making your Participation a Success: What will make you stand out and make your participation in Go Big GIVE successful? Why should donors give to your organization?

Specific cause _____

Other _____

What would you say if a donor asks you why they should give to your organization, and how their gift would make an impact?

Action Plan:

What is your plan to get your board involved in Go Big GIVE?

If you wanted to obtain matching funds, list two potential partners you could approach and how much you would ask for.

1.

2.

Name 10 donors you could ask to set up a pre-pledge gift between April 22nd and May 1st.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

List in order what you will do between now and May 2nd to promote your nonprofit organization’s involvement in Go Big GIVE.

Action Items	Date	Person Responsible
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

How much time will you dedicate to Go Big GIVE per week?

What is your budget? \$ How much will your promotions cost? \$

Personal Notes: