

2018



FUNDRAISING PLAN

PREPARED BY:

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INSTRUCTIONS

Follow the prompts and fill-in the brackets in each section. Assign team members to complete each task, in addition to a project manager to track overall progress. Adjust the timeline to suit your needs and be sure to hit your deadlines. Voila, your very own fundraising plan!

NEED A CUSTOMIZED PLAN?

This fundraising template is designed as a do-it-yourself guide, but if you run into challenges, don't despair! As a creative strategist, I love sharing my expertise with clients. From audience development to press pitching and promo videos, I can help! Contact me for your customized fundraising strategy, or choose a bundle for additional help creating graphic assets.

ABOUT ME

My name is Iquo B. Essien and I'm an artist and creative consultant with 10+ years of global marketing experience. I specialize in using writing, photography, and video to help brands tell stories that connect authentically with audiences. My expertise runs the gamut from content writing and videography to marketing and fundraising. With a background in film, I can help you create a narrative for your brand's story.

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OBJECTIVES

1

Define fundraising budget, goals, campaign messages, tactics, and target audiences

3

Create campaign launch timeline

2

Create list of key deliverables and graphic assets

4

Define post-launch communications activities

CHECKLIST

When complete, your plan should include the following sections:

Overview

Campaign Budget

Campaign Goals

Target Audience

Platforms

Funding Sources

Graphic Deliverables

Tactics & Strategy

Campaign Messages

Calls to Action

Marketing Plan:

- **Advanced Pre-Launch**
- **Pre-Launch**
- **Launch**
- **Post-Launch**

Timeline

CAMPAIGN BUDGET

The budget for launching a successful fundraising campaign is calculated as a percentage of your fundraising goal. For example, let's say you want to raise \$5,000 and you estimate the cost of the campaign at \$500 (ie, cost of purchasing a web domain and shooting a promo video), then your total fundraising goal is \$5500. **When calculating your campaign budget, consider:**

- Your project/product/business fundraising budget
- The cost of launching your campaign (ie, staff costs, vendor costs)
- Fundraising fees (ie, PayPal, Kickstarter, Indiegogo)
- Costs of fulfilling campaign rewards (ie, donor rewards, mailing costs)

PLAN YOUR APPROACH

Assess your network and resources.

Depending on your business, project, product, or service, some combination of grassroots, digital, event, e-mail, and direct mail fundraising may be appropriate. Analyze your organizational network, web footprint, and social media presence to decide which approach is a good fit for you.

For many nonprofits, a majority of individual donations come from older generations that have more disposable income and are more accustomed to responding to direct mail, as opposed to donating online. The culture of many nonprofits that hinders the advancement of digital fundraising, which appeals to a younger, potentially broader base of donors. A good rule of thumb is to take a dual approach, soliciting direct mail contributions from more seasoned donors, while mounting a digital campaign that appeals to younger, more digitally savvy audiences.



Need help calculating your budget?
Try [CauseVox's goal worksheet](#).





CROWDFUNDING

For crowdfunding, a good rule of thumb is to calculate, based on an estimated average donation level, how many people who see your campaign must convert to donors. (This may only be understood after running your first campaign.) If your goal is to raise \$100,000, and the average donation level is \$100, then 1,000 people who see your campaign must convert to donors. On average, only a small fraction of your audience will convert, which means you need several thousand virtual or physical impressions.

CHOOSE YOUR PLATFORM

If you're considering a crowdfunding campaign, the main players by traffic rankings are GoFundMe, Indiegogo, and Kickstarter. Each has slightly different fee structures and options for rewards fulfillment, as well as flexible or fixed funding.

Fixed campaigns that are going well can have a galvanizing effect, motivating folks to give more. Flexible campaigns that are floundering may never raise much at all. But if you are running your first campaign and aren't sure about reaching your target, flexible funding might be your best bet.

FISCAL SPONSORSHIP

Fiscal sponsorship is a formal arrangement in which a 501(c)(3) public charity sponsors a project that may lack exempt status, allowing you to seek grants and solicit tax-deductible donations under your sponsor's exempt status. Consider choosing one of the following: Fractured Atlas, Women Make Movies, New York Foundation for the Arts, Independent Filmmaker Project, or Brooklyn Arts Council.

CORPORATE SPONSORSHIP

Consider seeking out an organizational partner that aligns with your campaign's mission to double and triple contributions during donation matching periods.

