

HOW TO WIN THE INTERNET

Fundraising

When it comes to fundraising, getting organized ahead of time really pays off. (See what we did there? 😊) Fundraising campaigns that are well thought out are easier to manage and raise more money.

To get started, just grab this template and start filling it in with bullets. The idea is to be concise so it's quick to complete and easy to read.

Map everything out in this template before you start your campaign, except the Results sections. When you're done running the campaign, come back and do those. This is your chance to figure out what worked and what didn't, so you can make your next campaign even more successful. *Let's start raising money!*

Basic Information

CAMPAIGN NAME *What's the name of your fundraising campaign?*

TIMELINE *How long you expect your campaign to run from start to finish? This tool usually works best for campaigns ranging from a couple of days to a couple of months long.*

PROJECT MANAGER *Who's in charge of making sure everything in this plan gets done? This field is particularly helpful when multiple people are working together.*

FUNDRAISING BENCHMARK *How much did you raise the last time you ran a campaign like this? If this is a year-end campaign, find out how much your organization raised last year. If it's a mid-year campaign, try to find a past campaign that was similar (or even a few). (Example: \$8,500 at year-end in 2015 and \$7,000 at year-end in 2014.)*

FUNDRAISING TARGET *How much do you hope to raise?*



Strategy & Tactics

KEY STRATEGIES At a high level, how will you put your plan into action? (Example: 1. Get past donors to donate again, at a higher level; 2. Get supporters that have not given before to give for the first.)

TACTICS GRID In most cases, organizations use the same tools again and again. We've included space for the tools that nonprofits most commonly use in the tactics grid, but you can add to this if you need to. Start by filling in the left-hand column with key dates for your campaign, then use the rest of the grid to note if/how you plan to use each tool at that time. Specific days tend to work best, but you could use weeks for longer campaigns.

For Targets By Channel, assign a dollar target to each channel, if you can measure results that way. Also identify numerical targets for key indicators for each channel (ex: number of opens for email). When the campaign is over, come back to this section to fill in Results by Channel with actuals. This will help you see how all of your tools worked together and give you an idea of which ones were or weren't pulling their weight.

DATES	EMAIL	FACEBOOK	TWITTER	WEBSITE	OTHER
Nov. 28 (Giving Tuesday)	Email ask, 2 versions: Past donors (use highest past donation amount), Everyone else (\$10)	FB post about donating, Paid ad (same post) to email list all day Tue (\$100)	3 Twitter posts about donating	Special year-end fundraising page, Promote fundraising campaign on homepage	Use FB Messenger app to contact top donors
TARGETS BY CHANNEL					
RESULTS BY CHANNEL (\$ RAISED, KEY METRICS)					

Results

Come back to this section when your campaign is done and the results are in. How'd it go?

TOTAL RAISED *How much did you raise?*

KEY TAKE-AWAYS *What were your biggest take-aways from this campaign? Which channels worked best? Which didn't work well? What would you do differently next time? (Example: Segmenting the email list worked very well. Most of the donations received from the past donor group exceeded what the supporter had given in the past.)*