



## Dudley CVS Fundraising Strategy Template

This template has been designed to help voluntary and community organisations develop their own fundraising strategy. This template can be amended to suit your organisation.

**Timescale of fundraising strategy:**

**Date fundraising strategy adopted by Management Committee:**

### Introduction

[Outline the purpose of your strategy e.g. how much money needs to be raised, for what period and briefly for what activities].

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### Strategic aims and objectives

[Provide information about the overall strategic aims and objectives of your organisation as outlined in your business plan].

Strategic Aim 1	Strategic Objective 1
Strategic Aim 2	Strategic Objective 2
Strategic Aim 3	Strategic Objective 3

### Current position

[Provide information about your organisations current income, fundraising methods and services provided].

Funding source	Funding for	Amount	Funding expires	Other info

**Fundraising SWOT analysis**

[Outline your organisations strengths, weaknesses, opportunities and threats in relation to its funding].

Strengths	Weaknesses
Opportunities	Threats

**Areas for development**

[Provide information about where your organisation would like to be in the future and what it would need in terms of resources to get there. Include information about how your organisation could diversify its income streams and avoid relying on funding from one source].

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**Screening**

[Identify and list a variety of different potential funding sources including both methods of 'asking' for funds (grants, donations) and methods of 'earning' income (trading, contracts)].

Funding source	Funding for	Method (asking or earning)	Amount	Deadline	Other info

**Short listing**

[Include information about the appropriateness and probability of success of the funding sources identified in the screening process].

Funding source	Probability of success	Risks	Benefits

**Actions and timescales**

[Include information about what funds will be sourced, what actions will be taken, by whom and by when].

No:	Funding source	Who responsible	Resources needed	Action required	Timescale

**Measuring progress**

[Include information about what systems will be put in place to monitor the progress of your strategy].

Date	Funding source	Method of monitoring progress	By whom	By when

**Contingencies / exit strategy**

[Include information about contingency plans if funding bids fail and plans for existing projects].

Project	Funding source	Alternative funding source	Exit plan