Fundraising Strategy Framework

# Context

* Brief overview of the organisation
* Reference any other strategic documents you have such as a business or operational plan, a Theory of Change or Case for Support document

# Reflection

* Review of fundraising outcomes from the previous year and / or review of outcomes from the last fundraising strategy
* Lessons learned from previous campaigns

# Goal Setting

* Define your fundraising goals, both financial and non-financial
* Determine the specific amount of funds you aim to raise within a certain timeframe
* Identify the key objectives you want to achieve through your fundraising efforts, such as increasing awareness, expanding programmes, or reaching a specific target audience

# Target Audience

* Identify your primary target audience for fundraising, such as individuals, corporations, or grant-making organisations
* Segment your audience based on their interests, demographics, and giving capacity
* Tailor your fundraising approach and messaging to resonate with each segment

# Fundraising Channels

* Identify the most effective fundraising channels for reaching your target audience/s
* Consider a mix of traditional and digital channels, including events, direct mail, email marketing, social media, crowdfunding platforms, and corporate partnerships
* Allocate resources and budget for each channel based on their potential impact and reach

# Donor Engagement

* Develop a comprehensive donor engagement plan to build and maintain relationships with your supporters
* Personalize communications to make donors feel valued and appreciated
* Create opportunities for donors to get involved, such as volunteering, attending events, or joining advisory committees

# Fundraising Campaigns and Events

* Plan and execute targeted fundraising campaigns throughout the year
* Create compelling messaging and storytelling to evoke emotions and connect with donors
* Organise fundraising events that align with your mission and engage your supporters

# Corporate and Community Partnerships

* Identify potential corporate partners who share a common interest in mental health and align with your mission
* Develop mutually beneficial partnerships, such as cause-related marketing campaigns, employee giving programmes, or sponsorship opportunities
* Collaborate with local community organisations and influencers to expand your reach and engage new donors

# Grant Funding and Major Gifts

* Research and identify grant opportunities from foundations, trusts and government sources that support mental health initiatives
* Develop strong grant proposals tailored to each funder's guidelines and priorities
* Cultivate relationships with major donors who have the capacity to make significant contributions

# Data and Impact Measurement

* Establish a system for tracking and analysing fundraising data to measure the effectiveness of your strategies
* Regularly evaluate the impact of your programs and initiatives to demonstrate the outcomes achieved through donor support
* Use data and impact measurements to inform future fundraising decisions and improve your strategies

# Donor Stewardship and Recognition

* Implement a donor stewardship plan to ensure ongoing engagement and support
* Acknowledge and recognise donors promptly and meaningfully
* Consider creating a donor recognition program with benefits and exclusive opportunities for major contributors

# Evaluation and Adaptation

* Regularly review and evaluate your fundraising strategies and results
* Identify areas of improvement and make necessary adjustments to optimise your fundraising efforts
* Stay updated with trends and innovations in fundraising to leverage new opportunities