**What should you include in a fundraising strategy?**

Writing a fundraising strategy focuses an organisation on the steps they need to take to raise much needed funding. Rather than going from grant to grant, a fundraising strategy gives an organisation structure, a plan of action with the view to long-term financial sustainability.

The following should be included within a fundraising strategy:

1. **A mission statement for your organisation/project:** what do you want to achieve through your work.
2. **Budget:** how much will it cost? Are you costing over 1/3/5/10 years? What have you raised already? Remember within your budget to include ALL costs especially hidden costs such as rent, heating, travel, expenses, admin costs etc….
3. **Sources of funding to approach with targets.** E.g if Project cost is £22,500:

£15000 raised through trusts

£5000 through events

£1000 through one off gifts

£500 through corporate fundraising

£1000 allocated from regular giving fund

1. **How will you secure funding?** E.g

Send XX number of Grant Applications to XYZ.

Run X number of events over the year e.g. March - Bag Pack, June - Summer Ball, December - Christmas Fair.

Email/postal mailing to potential supporters

1. **Resources required to secure funding** e.g. time/volunteer/employee. Computer equipment/use of online giving sites/website development, costs of running events e.g. room hire etc….
2. **Timescales:** think about when you need the funding for the project, calculate how long you will need to wait for the funder’s decision, when their deadlines are and plan from there. Make sure you allow time for funders to make their decision which can be several months before embarking on a project. Remember to allow time for your CVS Development Officer to read through your grant application before you submit it.