

## THE KEY PARTS OF A FUNDRAISING PLAN

### Cover Page

**Background** – Briefly explain what is currently going on at your nonprofit that will influence the plan.

**Goals and Objectives** – What your organization hopes to achieve with this plan. Include numbers (fundraising targets)!

**Assumptions** – The assumptions you are making in formulating a plan

**Fundraising Infrastructure** – What infrastructure do you currently have in place for fundraising, and what infrastructure do you anticipate needing over the coming years? Infrastructure includes things like your staff, your donor database, your marketing materials, **your case for support**, your website, etc.

**Donor Prospect Plan** – Where will you find new prospects?

**Donor Communications and Cultivation** – How are you planning to communicate with your donors? What will your cultivation paths look like? What are your donor and prospect communication calendars? **THIS IS WHERE YOU USE YOUR CASE STATEMENT!**