

STRONG PARKS, STRONG COMMUNITIES

Tool 12: Fundraising Campaign

Let us say you have established a fundraising goal of \$180,000 through revenue planning. Now you are ready to develop the details of your fundraising campaign, to show exactly how you will raise that money. The first thing you need to do is establish:

- The staff, board, and volunteer time available – total number of hours
- What it will cost your group to do fundraising

Let us say you decide to try an online peer-to-peer fundraising campaign through social media and a direct-mail year-end appeal. Here is a table showing hypothetically what you might have available in terms of people-hours, and what the hard costs might be:

| STAFF | HOURS PER WEEK |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STAFF MEMBER 1 STAFF MEMBER 2 | 10 5 |
| VOLUNTEERS (3) DIRECTORS (2) | 3 volunteers x 3 hours = 9 2 board members x 3 hours = 6 |
| TOTAL # DEDICATED FUNDRAISING HOURS / WK | 30 |
| FUNDRAISING BUDGET – HARD COST EXPENSES | <ul style="list-style-type: none">● Design social media ad = \$0 (<i>done by staff</i>)● Place social media ads = \$250● Fundraising software = \$300● Design mailer = \$0 (<i>done by staff</i>)● Printing 500-piece mailer = \$750● Envelopes = \$10● Postage = 500 x \$0.50 = \$250● TOTAL = \$1,560 |

For all fundraising strategies you want to try, put together a spreadsheet to keep track of the following information:

- The expenses for each strategy and how much you earned.
- The estimated number of hours staff and volunteers spend organizing and implementing the fundraiser

Any pertinent information about each fundraiser (for example, were donors receptive, was it hard to manage, did you experience payment issues, etc.)

Below you will see an example of a campaign plan for just one of the strategies above. Notice that the campaign plan includes ALL the estimated expenses for the campaign: the hard costs AND the cost of staff time.

| | | |
|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| FUNDRAISER: Online peer-to-peer via social media | | |
| AUDIENCE: People in our area who participate in our programs and services, and their social networks | | |
| WHEN: Nov. 16 to Dec. 16 | ESTIMATED EXPENSES TOTAL = \$1,300 <ul style="list-style-type: none"> • Staff time = 30 hrs x \$25/hr = \$750 • Fundraising software = \$300 • Social media ads = \$250 | INCOME GOAL \$20,000 |
| ADDITIONAL NOTES: Use email blast / Constant Contact to push the campaign weekly. | | |

Here is an example showing the two different fundraisers – online peer-to-peer through social media, and year-end appeal – with made-up numbers. In this hypothetical, the campaign did not quite make its total campaign goal of \$30,000 but it did well for the first time.

| FUNDRAISER | HARD COSTS | STAFF / VOL. TIME | TOTAL COSTS | INCOME | NOTES |
|--------------------------------------|----------------|---------------------------------------------------------------|----------------|-----------------|------------------------------------------------------------------------------------------------|
| Online peer-to-peer via social media | \$550 | Staff 30 hrs x \$25/hr = \$750 | \$1,300 | \$18,000 | <i>Increases exposure</i> |
| Year-end direct-mail appeal | \$1,010 | 20 hrs / wk x 3 weeks = 60 hrs (staff 30 hrs x 25/hr = \$750) | \$1,760 | \$8,000 | <i>Decent ROI for first time but not as good as online</i> |
| TOTAL | \$1,560 | \$1,500 | \$3,060 | \$26,000 | <i>We didn't quite meet our goal of \$30,000 but close. Good for first time out the chute!</i> |

Use the template on the next page to plan each of your fundraising strategies. Copy the template as many times as you need.

FUNDRAISER:

AUDIENCE:

WHEN:

ESTIMATED EXPENSES

INCOME GOAL

TOTAL = \$

\$

• Staff time / cost =

-
-
-
-
-

ADDITIONAL NOTES:

Specific steps:

| TASK | WHO LEADS? | BY WHEN |
|---------------------------------------------------------------|--------------|-----------------|
| <i>Example: Write content for social media fundraising ad</i> | <i>Sarah</i> | <i>March 16</i> |
| | | |
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