

FUNDRAISING CANVAS - guidance

1. Vision statement

Where is your organisation headed?

2. Organisation mission

How will you reach your vision?

3. Fundraising strategy

Which type of funding do you aim to raise from which type of prospect?

4. Leads or prospect donors

Who do you know in your network? Who in your network can introduce you to prospects?

5. Value proposition

What's in it for them? What do you bring to funders?

6. Donor journey

What does your donor journey look like? Which contact moments, materials and messaging are used?

7. Fundraising materials

Which materials will you create and use to raise funds? (a pitch deck, proposals, budget overview, introduction video?)

8. Fundraising team

Fundraising is a team effort and even if you don't have a full blown team, maybe you can ask help from ambassadors, your board, your communications specialist, etc. List the roles & activities/responsibilities here.

9. Budget & planning

Does it require some budget to create materials or to plan a fundraiser or a field visit? What does your planning look like for the upcoming year?

10. Relationship management

After the first donation is made, how will you engage the supporter with the work? Keep them interested and informed in what is happening. Create a relationship strategy for the long term. This way current donors become prospects again.

FUNDRAISING CANVAS - to fill in digitally

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