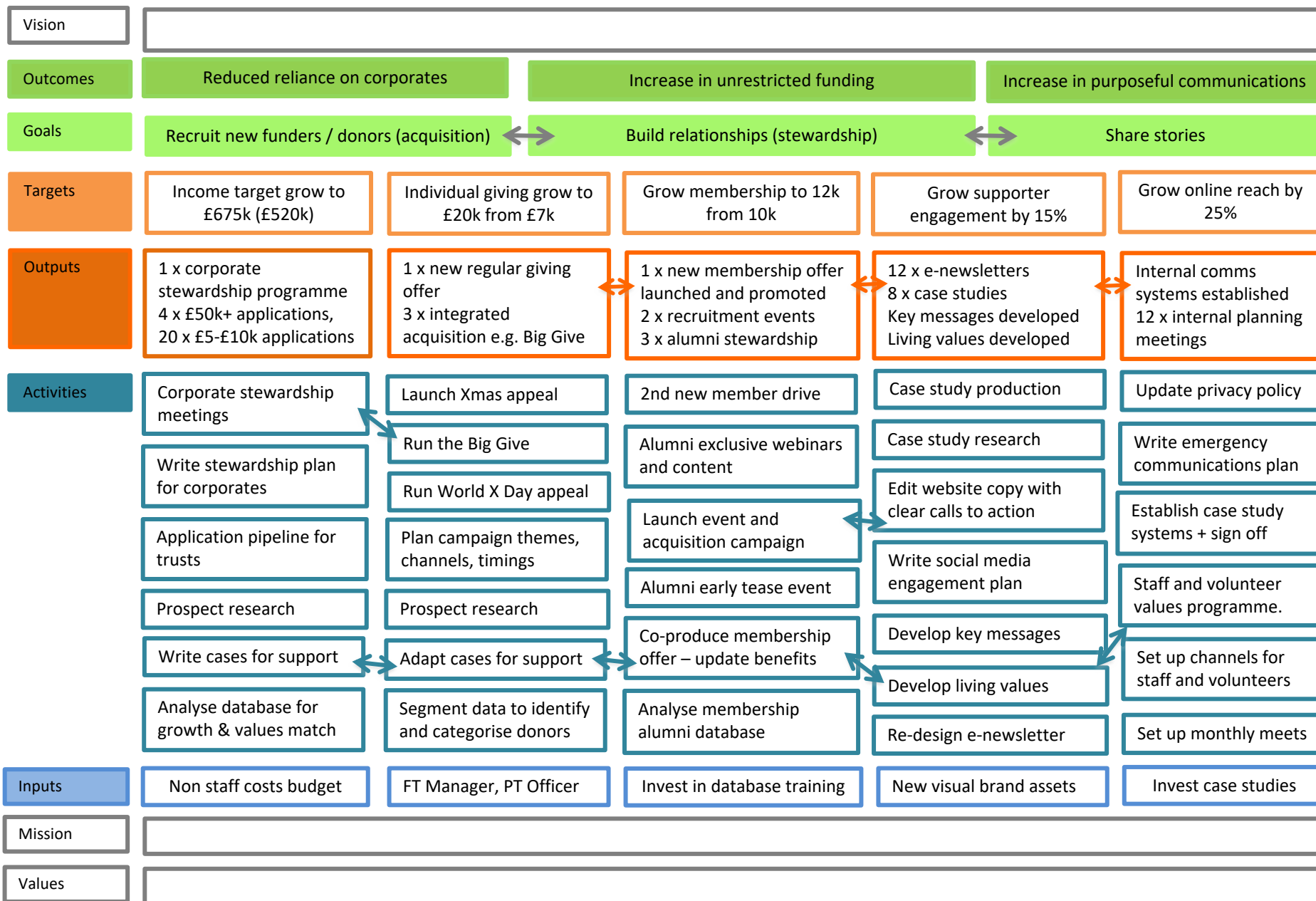


Fundraising strategy map



Vision					
Outcomes	Fundraising change or development	Usually reduction, increase or consolidation		Check it will help deliver your vision	
Goals	Acquisition	Stewardship		Retention	
Targets	Income targets and engagement & reach	Income targets and engagement & reach	Income targets and engagement & reach	Income targets and engagement & reach	Income targets and engagement & reach
Outputs	What you will measure (products, applications, events, communications) - quantitative	What you will measure	What you will measure	What you will measure	What you will measure
Activities	Work and actions to achieve outputs	Work and actions to achieve outputs	Work and actions to achieve outputs	Work and actions to achieve outputs	Work and actions to achieve outputs
Inputs	People, money, time	People, money, time	People, money, time	People, money, time	People, money, time
Mission					
Values					

Fundraising and communications strategy map



Fundraising strategy map



Vision					
Outcomes					
Goals					
Targets					
Outputs					
Activities					
Inputs					
Mission					
Values					