## **Fundraising strategy map**



Vision							
Outcomes	Fundraising change or development		Usu	ally reduction, increase or conso	lidation	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, mon	iey, time	People, money, time	People, n	noney, time	People, money, time
Mission							
Values							

## Fundraising and communications strategy map



Vision						
Outcomes	Reduced reliance on corporates		Increase in unrestricted funding	Increase in	Increase in purposeful communications	
Goals	Recruit new funders / donors (acquisition)		Build relationships (stewardship	·	Share stories	
Targets	Income target grow to £675k (£520k)	Individual giving grow to £20k from £7k	Grow membership to 12k from 10k	Grow supporter engagement by 15%	Grow online reach by 25%	
Outputs	1 x corporate stewardship programme 4 x £50k+ applications, 20 x £5-£10k applications	1 x new regular giving offer 3 x integrated acquisition e.g. Big Give	1 x new membership offer launched and promoted 2 x recruitment events 3 x alumni stewardship	12 x e-newsletters 8 x case studies Key messages developed Living values developed	Internal comms systems established 12 x internal planning meetings	
Activities	Corporate stewardship meetings	Launch Xmas appeal	2nd new member drive	Case study production	Update privacy policy	
	Write stewardship plan	Run the Big Give	Alumni exclusive webinars and content	Case study research	Write emergency communications plan	
	for corporates	Run World X Day appeal	Launch event and	Edit website copy with clear calls to action	Establish case study	
	Application pipeline for trusts	Plan campaign themes, channels, timings	acquisition campaign	Write social media	systems + sign off	
	Prospect research	Prospect research	Alumni early tease event	engagement plan	Staff and volunteer values programme.	
	Write cases for support	Adapt cases for support	Co-produce membership offer – update benefits	Develop key messages	Set up channels for	
	Analyse database for	Segment data to identify	Analyse membership	Develop living values	staff and volunteers	
	growth & values match	and categorise donors	alumni database	Re-design e-newsletter	Set up monthly meets	
Inputs	Non staff costs budget	FT Manager, PT Officer	Invest in database training	New visual brand assets	Invest case studies	
Mission						
Values						

## Fundraising strategy map



Vision						
Outcomes						
Goals						
Targets						
Outputs						
Activities						
Inputs						
Mission						
Values						