

Dear all,



At Realtime Insights, we are thrilled to share with you our new, easy to use and practical, Fundraising Plan designed to support your mission and strategic goals.

In today's dynamic environment, effective fundraising is crucial for our continued success and impact. To that end, we have developed a plan that is both comprehensive and easy to implement, ensuring that our efforts are focused and productive.

We invite you to explore this plan and consider how it can be applied to your own fundraising initiatives. By adopting these strategies, you can enhance your engagement with donors and achieve your fundraising goals more effectively.

We are confident that this plan will be a valuable resource for you and look forward to your feedback and success stories.

For more detailed information, please visit our website at https://realtimeinsights.co.ke/ Would you like us to support you in designing a fundraising plan: Book a

Consultation Here

Thank you for your continued support and dedication to our cause.

Warm regards,
Lucy Njue
Executive Director
Realtime Insights
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Feel free to reach out if you have any questions or need further assistance. Together, we can make a significant difference!



01

Assess Your Current Situation

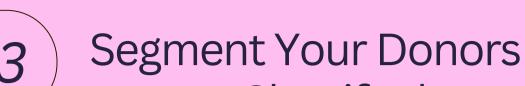


- Review past strategies to identify what worked well and what did not.
- Analyze strengths, weaknesses, opportunities, and threats (SWOT analysis).

02

Define Your Goals

- Align your goals with your organization's mission and strategic plan.
- Examples:
 - Raise USD 50,000,000 through a combination of individual donations, corporate sponsorships, and grant funding by the end of the fiscal year.
 - Increase donor retention rate from 45% to 60% by implementing targeted engagement strategies and personalized communication.





- Classify donors into segments such as individuals, corporates, foundations, etc.
- Customize your approach based on each donor segment's characteristics and preferences.

04

Develop Targeted Strategies

- Tailor strategies to each type of donor (individual, foundations, corporate) and align them with the four phases of the fundraising cycle:
 - Identification: Research and identify potential donors.
 - Cultivation: Build relationships and engage with potential donors.
 - Solicitation: Make the ask for donations.
 - Stewardship: Thank donors and maintain relationships.



05

Create a Timeline and Action Plan

- Set a timeline for each fundraising activity, specifying start and end dates.
- Assign responsibilities to team members and ensure they have the necessary resources and support.

06

Develop a Budget

 Estimate the costs associated with each fundraising activity, including staff time, marketing materials, event expenses, and technology.

07

Evaluate and Reflect

- Regularly review the outcomes of your fundraising activities, comparing them to your goals.
- Collect feedback from donors, staff, and volunteers to understand their experiences and identify areas for improvement.





 Record insights and lessons learned from your fundraising efforts to inform future planning.

To help you appreciate this, see below a template with examples for your use:





Fundraising Plan -Sample

Goals:

Raise USD 50,000,000 through a combination of individual donations, corporate sponsorships, and grant funding by the end of the fiscal year.

Key Activities	Target	Person Responsible	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Related Costs
	5 Corporates and 5					T .					Ė							
Identification and mapping of Donors	Foundations																	
Examples of activities					8							3 10	3					
Conduct Online Research on LinkedIn, WealthEngine, DonorSearch, Foundation Directory Online)			х	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Analyzing current donor base for patterns and major donor potential			x				x					x					x	
Compile list of all past donors				x														
Subscribe to paid databases			х															
Segmenting your donors																		
Donor Cultivation and Relationship Building		Lucy										1 2						
Examples of activities		,																
Individuals																		
Segment donors- first time donors, repeat, major donors etc for personalised communication																		
Develop an email list and share direct mails			х		1 18									3.5		K .		
Invite donors and prospects for a tour of your site/facilities						х				х						3		
Share weekly posts on social media highlighting your work; interviewing beneficiaries, during project activity implementation, success stories etc																		
Hold one on one meetings with major donors																		
Corporates			1 1															
Share Success Stories																		
Hold one on one meetings and pitch your ideas																		
Share quarterly newsletters			1			x			x			х						
			\top															
Foundations																		
Nurture a relationship with one new foundation			х	x	x	x	х	x	x	х	х	х	х	х	х	х	х	
Hold Meetings with potentail donors to explore potential partnerships			x	x	x	x	x	x	x	x				x		x	x	
Share an introductory email			10															
				_		1	_		+	+	_			_	+	1	+	

			7.0															
General			T 0 2														4 :	
Launch an organisational Website			T 1			х	х					100					3	
Attend Networking Events, Conferences and stakeholders meetings at least one a month			х	x	x	x	x	x	х	x	x	х	х	х	x	x	x	
Develop and share organisational annual report																	х	
Participate in a media show to highlight our work						х					х							
Host a free monthly/quarterly webinars/training for your stakeholders to raise awareness			х	х	x	х	x	x	x	х	x	х	x	х	x	x	х	
3 Soliciting of Funds	USD 50,000,000	+				+-											-	
Examples of activities						100												
Individuals																		
Hold an annual fundraising event. Walkathlon, Dinner etc	USD 15,000,000									x	22							
Establish a monthly giving program targeting 100 recurring donors, giving 1000 per month annually	USD 1,200,000			x	x	X. si			100									
Launch a social media campaign to raise resources for a specific activity e.g purchase of sanitary pads for girls	232 1,233,633						x	x										
Foundations																		
Write atleast 5 grant proposals once invited to write/or if the donor meets the LIA criteria (Linkages, Interest and Ability)					x			x				x				x		
Corporates																		
Establish a Corporate Partnership Program	1 million: 5 Corporates donating Kes 200,000 each										x							
				-												0	4	-
Donor Stewardship				-	1												-	
Examples of activities				-													-	
Send out Thank you notes to donors within 48 hours of donation						x	х	х	x	x	х	х	x	х	x	x	x	
Recognise donors - on the webiste, annual reports, on social media etc						x	x	x	x	x	x	x	x	x	x	x	x	
Inivite donors to participate in your work -								х		х			х			х		
Develop a Gift Acceptance Policy								х										
Develop and share quarterly Reports					x		li l	x			x			x			x	



