

**EXECUTIVE SUMMARY**

This Fundraising Plan outlines the goals and objectives of [SPECIFY NAME OF NON-PROFIT ORGANIZATION] for the upcoming year [SPECIFY YEAR]. This year introduces new fundraising strategies for the organization to test out, like the addition of two new fundraising events on top of the three events held all throughout the year annually. The organization has already built rapport with new foundations, organizations, and informal groups with the hopes of gaining more resources to fund the organization’s many causes for the rescue shelter. The fundraising goal this year is quite high, mainly because of the need for a bigger and more functional shelter space, and for several upgrades to be made on the equipment and materials in the shelter. The organization hopes to raise at least 70% of the fundraising goal in order to meet the changing and growing needs of the animals. Big changes also await the marketing and communications efforts of the organization. These new strategies will play a big role in expanding the sources of funds for this year and the next ones to come.

**CASE STATEMENT**

The organization has been operating as the leading no-kill rescue shelter in [SPECIFY AREA] for [SPECIFY NUMBER] [years/months]. A total number of [SPECIFY NUMBER] stray dogs, cats, and other domestic animals have been rescued since the inception of the group. The group is continuously being funded by foundation grants, major donations, annual member dues, individual donations, and income from events held annually in coordination with local vendors and businesses. The shelter also continues to receive in-kind donations such as pet food and supplies, basic toiletries and comfort items, and even materials and food for the on-site staff and volunteers.

This year, the organization plans to improve its fundraising efforts in order to sustain the operations of the shelter in continuing to rescue animals who have nowhere else to go. The organization is eyeing the expansion of the shelter premises and making upgrades on the materials and equipment used on numerous animals. It is also expected that there will be more animals to rescue in the coming months, so financial and material resources should be on stock and on the ready for anything that comes up. Cash is also needed to cover pending veterinary and hospital bills, and to purchase maintenance medicines for some of the rescues who are battling illnesses and old age. A portion of the funds will also be used to pay compensation to the [SPECIFY NUMBER] on-site staff who devote their time and energy for the animals in need of care and protection.

**OVERVIEW OF FUNDRAISING GOALS**

The organization aims to raise a total of USD [INSERT AMOUNT] in cash in order to realize all the plans for improvement for the shelter and its services this year. Last year, funds raised totaled to USD 110,000.00. As of this writing, the organization has USD 20,000.00 in the bank which will be used for the daily operations and partial budget for the fundraising efforts until such time that a considerable percentage (around 70%) of the fundraising goal for this year will be met. In-kind donations from the previous year will still be able to sustain all the rescue animals staying in the shelter until [SPECIFY MONTH], which is over a month away from the time that half of the goal amount will hopefully be met.

Individual donations and foundation grants are the group’s main source of funds. Last year’s individual donations resulted in a staggering USD 27,000.00 total in cash alone. In-kind donations were able to meet the growing needs (most especially perishables) of the animal rescues. The group will do more house visits to [SPECIFY AREA] residents and may even go as far as the neighboring areas, and hold information drives in order to raise awareness for the animal rescue advocacy. If done well, the donor retention rate may rise from last year’s 50% to 60%. There may also be an increase in the number of new donors. With the minimum gift amount set to USD 30.00, individual donations are expected to amount to USD 35,000.00 (and at 50% retention rate with less than 10 new donors: USD 30,000.00).

Three animal welfare foundations (one each from city, state, and federal level) gave major donations last year (each at USD 15,000.00 x 3 = USD 45,000.00 from foundation grants), which was budgeted to provide for payments to the growing hospital bills of the sickly cats and dogs rescued last year and making minor improvements in the shelter facility. Utility bills were also covered with the amount.

A proposal to increase membership dues from USD 25.00 to USD 30.00 has been approved by quorum in the last general assembly, which subsequently will result in a significant increase in the total funds from membership. Several citizens in the area and from outside are expressing interest in being a member of the organization, and any addition to the growing number of member/volunteers means more funds raised to cover expenses for the rescues.

**Additional funds will come from:**

|  |  |  |  |
| --- | --- | --- | --- |
| **SOURCE** | **TOTAL MINIMUM DONATION** | **TOTAL IDEAL DONATION** | **PURPOSE** |
| Individual donors | USD 00.00 | USD 0.00 | 1. Shelter expansion |
| Foundation grants  Civic groups  Membership fees  Major donors  Classroom coins  Events  Merchandise sale  [ADD MORE AS NEEDED] | USD 0.00 | USD 0.00 | 2. Running veterinary hospital bills and medication for sickly pets  3. Compensation for paid on-site staff  4. Facility and utility bills payment |
| **GRAND TOTAL GOAL** | **USD 0.00** | **USD 0.00** |  |

Table: Summary of fundraising goals and corresponding purposes.

**ACTION PLAN**

This section takes the fundraising process of the organization step-by-step and on a monthly basis. Action plans for each type of donors are outlined and explained comprehensively.

|  |  |  |  |
| --- | --- | --- | --- |
| **SOURCE** | **SPECIFIC GOALS** | **ACTIONS TO BE TAKEN** | **TIMELINE OF ACTIVITIES** |
| Individual donors | 1. Raise the minimum donation amount by the end of the 3rd quarter of the year  2. [ADD MORE] | 1. Renewal of [SPECIFY NUMBER] donors from the current list of donors. Make appeals through print and email and through personal conversation.  2. [ADD MORE ACTIONS] | 1. First quarter of the year - update mailing list, draft, and complete letter  2. [ADD MORE ACTIVITIES] |
| Foundation grants | 1. Acquire grants from old and new foundations amounting to at least USD 60,000.00 | 1. Talk with 3 foundations already connected with the organization | 1. Coordinate with key persons for the grant effort before the end of 20\_\_ |
| Civic groups |  |  |  |
| Membership fees |  |  |  |
| [ADD MORE AS NEEDED] |  |  |  |

**MARKETING AND COMMUNICATIONS**

To further boost the organization’s fundraising efforts, the organization is also planning to make modifications to its marketing strategies and communication.

**Bigger Coverage on Information Drive**

In the previous years, the information drive conducted by the organization is limited only to occasional public events held twice a year. This year the organization wants to expand the information drive by going to academic institutions, church, and community groups. This community outreach program of sorts will be a good communication tool between the organization and the many untapped members of the community. Through this expanded information drive, the organization will be given a platform to be able to persuade more supporters for the cause and to invite more donors to provide whatever amount they can to help the animals and their growing needs.

**More Active on Social Media**

The organization desires to build better and close relations with local and city media. This year, the organization will be more assertive in sending out press releases to news organizations. Interesting stories will also be posted regularly on the organization’s official social media accounts.

**Personal Thank You**

Expressing our gratitude to the donors will also be a priority this year. Whereas in the previous years, we have been giving out thank you letters with generic content, the organization has decided to delegate letter writing to every staff and volunteer. Each person in the organization will say thank you to their designated donors so that the expression of gratitude for helping out the animals that they care about has a very personal touch to it. Regular donors will also be provided monthly newsletters containing updates on how the dogs are doing, the progress of the shelter and equipment upgrades, and even include funny stories about our rescues. The newsletters will come in digital versions and in limited printed version (depending on which donors request for the printed version).

**Financial Transparency**

In maintaining outstanding relations with our donors, the organization will be more vigilant in being transparent to our donors. Along with thank you letters, the donors will also receive a copy of their donation summary and an annual report stating the organization’s activities for the year which they helped fund.