

# Section 5.1 Activities

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## Activity 5.1.4 Your Funding Plan

All organisations' resources, needs and strengths are different, and not all funding opportunities will work for everyone. The following process is designed to help you work through your organisation's funding options and create a plan of what you want to achieve over the next 12 months.

### Step 1: Establish funding targets

What do you hope to achieve?

What opportunities do you have to promote your organisation to funders?

How can you improve your profile in the community?

### Step 2: Research past fundraising activities

What activities have you undertaken previously?

What has worked?

What has not worked?

### Step 3: Identify who will fund what

From the list of current and potential funding sources you developed previously, write down what activities you will be asking each funding source to provide support for.

If you did not previously develop a list of current and potential funding sources, construct a list now and determine what activities you will be asking each funding body to provide money for.

What kind, and how much funding do you need?

### Activity 5.1.4 Your Funding Plan (cont.)

Which funding bodies might potentially support your work?

Are there any other kinds of funding or finance options which you could investigate?

Is there a natural partnership between your organisation's and a local or national business' objectives?

#### Step 4: Develop a case to support each prospective funding activity

Why do you think the activity will/will not be successful?

#### Step 5: Decide on and describe the methods you plan to use to raise funds

**Remember the golden rule: Diversity is the key to a good funding strategy.**

Set an estimated target for each funding development activity. Write your targets here.

How many staff and work hours will you devote to completing fundraising activities?

How will you implement each fund development activity?

#### Step 6: Allocate responsibilities to Board members and staff so that everyone knows what they have to do, and by when

Who will complete the fund development activities? Refer to the staff matrix developed in [Funding Development Team \(p95\)](#).

Activity 5.1.4 continued over page

## Activity 5.1.4 Your Funding Plan (cont.)

Do any of the staff involved in the fund development activities need training or support?

YES                  NO

Have you fully utilised your Board and volunteers?

YES                  NO

If you answered no, go back and review your fund development strategy to ensure greater involvement of Board members and volunteers.

### Step 7: Who will authorise your strategy?

It is important to obtain organisational and staff support for your strategy. Send your draft funding strategy to the Board or CEO for endorsement. Incorporate comments and suggestions into the final document.

**Write down who authorised your strategy and when it was signed.**

### Step 8: Develop a Funding Calendar

Once you have set your funding activity targets, identified the skill sets required, available opportunities, and allocated team roles, develop a funding calendar with closing dates for publicly advertised funding rounds and potential funding sources.

Many funding bodies call for applications on a periodic basis. If the funding source does not have a cyclical call for applications, record deadlines for staff activities and when you want to have the completed application submitted.