



A fundraising strategy is a plan for how you will raise money – it can be for one particular project or activity, or for raising all the money your organisation will need over the coming year. Your funding strategy effectively sets out the tasks that your organisation will need to complete, who will do them and when they will do them.

A fundraising strategy will help you because:

- it's important to plan ahead so that you don't miss any deadlines
- writing it all onto a plan that everyone in your organisation can follow makes it easier to share the workload (and avoid duplication!)
- you can use it to refer back to and check your fundraising against the original plan

Here's an example:

### ANYTOWN COMMUNITY PROJECT

Objectives for 2019-20:

- To maintain current opening hours and staffing (£26,000)
- To run additional 12 sessions a year at weekends (£11,000)

Funder/Grant	Criteria	Amount	Deadline	Action by	Date of application	Result
Postcode Community Trust	<a href="https://www.postcodetrust.org.uk/apply-for-a-grant/">https://www.postcodetrust.org.uk/apply-for-a-grant/</a>	£2000	04/02/2020	Jane	27/01/2020	Due by 10/03/2020
Awards For All	<a href="https://www.tnlcommunityfund.org.uk/funding/programmes/national-lottery-awards-for-all-england">https://www.tnlcommunityfund.org.uk/funding/programmes/national-lottery-awards-for-all-england</a>	£10,000	Anytime	Jane	Feb 2020	12 weeks from application date
Borough Council Contract	Tender due out in March 2020	£25,000	Mid-April 2020	Jane	March/April 2020	Due by 30/04/2020
<b>Total</b>		<b>£37,000.00</b>				

It's important to update your table with results, and add new funding streams as you find them. This will also help you to keep a record of when you have approached funders that have declined an application, so you can decide whether to approach them again.