

FUNDRAISING STRATEGY

ORGANISATION:

DATE:

PREPARED BY:

OVERALL ORGANISATIONAL STRATEGIC AIMS

DEPARTMENTAL STRATEGIC AIMS

FUNDRAISING OBJECTIVES

CURRENT INCOME SOURCES

FUNDRAISING DIRECT	FUNDRAISING INDIRECT	PARENT ORGANISATION	INCOME GENERATION

INCOME BUDGET

FUNDRAISING DIRECT		FUNDRAISING INDIRECT		PARENT ORGANISATION		INCOME GENERATION	
BUDGET	STRETCH	BUDGET	STRETCH	BUDGET	STRETCH	BUDGET	STRETCH
12 Months		12 Months		12 Months		12 Months	
24 Months		24 Months		24 Months		24 Months	
36 Months		36 Months		36 Months		36 Months	

RESOURCES REQUIRED TO DELIVER INCOME

FUNDRAISING DIRECT	FUNDRAISING INDIRECT	PARENT ORGANISATION	INCOME GENERATION

KEY FUNDRAISING ACTIVITIES

INCOME STREAM	ACTIVITY	TIMELINE

LEVEL OF RISK

FUNDRAISING DIRECT		FUNDRAISING INDIRECT		PARENT ORGANISATION		INCOME GENERATION	
BUDGET	STRETCH	BUDGET	STRETCH	BUDGET	STRETCH	BUDGET	STRETCH
12 Months		12 Months		12 Months		12 Months	
24 Months		24 Months		24 Months		24 Months	
36 Months		36 Months		36 Months		36 Months	