



GAGIVES PLAN ON A PAGE

Step 1: Define goal and what it will take to reach it

- Total Fundraising Goal: \$25k
- How many donations will this take? [Use this tool](https://www.societ.com/free-tools/calculators/fundraising-gift-range-calculator/) to break down goal and see how many prospects it will take: <https://www.societ.com/free-tools/calculators/fundraising-gift-range-calculator/>
- How many prospects do you have now? Create a spreadsheet with donor name, type, how engaged they are, how much they have donated, when
 - Set a goal for each donor based on the calculator tool above.
- Who can you recruit to help raise \$ for this year's campaign
 - Board members:
 - Corporate partner
 - Civic partners
 - Local Businesses
 - Brands
 - Local media
 - Digital influencers
 - Who else is interested in your cause?
- Output: List of prospects, amount you need to raise for each

Step 2: Communicate impact

What's your mission?

What are your organization's goals?

What progress is your organization making toward its goals?

What specific challenges is your org facing?

Example: Every day, dozens of Whoville kids start their day without a meal, jeopardizing not only their health but their ability to learn. To make matters worse, hardworking students like Sam are bullied for eating a free breakfast at school.

What solution is your organization providing for this challenge?

Example: That's where Whoville Nutrition volunteers come in. Every week, they leave backpacks full of healthy breakfast food in the lockers of Whoville Middle School students in need. These backpacks ensure kids like Sam have the nutritious food they need to help them succeed in school.

Why is it urgently important that your organization and donor address this challenge?

Example: Kids who eat a healthy breakfast are more likely to get better grades in school, have lower rates of absenteeism, and experience better emotional health

Who is a key storyteller for this campaign? How does their story compel the reader to act?

Example: "As their homeroom teacher, I've noticed that since Sam has started receiving their breakfast backpacks, they've become much more engaged with the material they're learning and their classmates. If only you could see for yourself the grateful twinkle in their eye when they get their weekly backpack!"



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Collecting assets & stories

- Where can you gather stories about the work your organization does?
- Who can you ask to help gather assets?
- Examples: Photographs, videos, testimonial quotes, data (ex. # of students served weekly in example above)