



Fundraising Strategy & Plan

Complete the following sections before you have assembled your team.

Project Leader Name	Chapter Role	Quarter Year
Nicky Aikawa	Chairman Officer	Fall 2023

Requirements

Needs	Wants
<ul style="list-style-type: none">• Raise enough money to provide scholarships to brothers• Raise enough funds to improve the house and for emergencies• Better understand our current funding status and set goals	<ul style="list-style-type: none">• Raise funds for philanthropic and community service• Raise enough funds for an all-cash offer or downpayment in the next 3 years
Questions	Obstacles / Risks

Vision

<ul style="list-style-type: none">• Raise enough to supplement rent and parlor dues and improve quality of life• Raise enough to supplement chapter operations and individual financial requirements• Raise to purchase a house

Objectives and Key Results

<p>Launch a recurring donation program for alumni that allows for easy monthly or annual donations</p> <ul style="list-style-type: none">• Key result:<ul style="list-style-type: none">○ 100 donors by June 2024



Raise a significant portion of a downpayment to purchase a house in the next 12 months.

- Total fund goals
 - Raise \$X for scholarships to supplement dues
 - Raise \$X to supplement chapter operations and improve housing
 - Raise \$X to purchase a house by 2026

Key Results/Goals:

- 100 donors by June 2024
 - 80 small donations
 - 20 large donations
- Raise \$X by June 2024
 - Raise \$X for scholarships to supplement dues
 - Raise \$X to supplement chapter operations and improve housing
 - Raise \$X to purchase a house by 2026

Projects & Initiatives

- Improve our website and donation experience to make it easier for alumni to donate
- Explore outsource to a third-party to lead our fundraising efforts

Project Team

Add your name if you're on this team.

Member Name	Phone Number	Email
Mike Wheeler	(XXX)-XXX-XXXX	
Nick Markwith		
Cole		



Eddie		
Andrew		
Brendan Ball		
Dev Singh		

Resources

List important documents for the team here.

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Timeline

Outline key dates and significant milestones that outline when significant portions of the project are complete. We will use these dates in our calendar to track progress.

Important Dates

Date	Description

Milestones

Project start date - Estimated; 4/20/2024

- Milestone 1 - [Estimated/Targeted: Completion Date]
- Milestone 2 - [Estimated/Targeted: Completion Date]

Project end date - Estimated: 4/20/2025



Task Checklist

In no particular order (yet), the following needs to be completed in order to achieve the goals through the strategy. Once you have a complete list, prioritize the list, add deadlines, and delegate to yourself or your project members:

- ☐ Define specific fundraising goals and amounts - Nick
- ☐ Explore options to collect recurring payments for dues and/or large donations - Eddie
- ☐ Update website section for donations
- ☐ Understand our current account statuses
- ☐ Release alumni dues
- ☐ Explore the third party: <https://www.penningtonco.com/> - Cole