

## FUNDRAISING PLANNING - STARTER GUIDE

Work through these questions and you'll be on your way to creating a fundraising plan for your station.

**Station:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### The Basics

**Why do you need to raise the revenue? How much money do you need to raise?**

I.e. for what purpose? What outcome are you after? How will you know if you've been successful?

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**What are your initial ideas for how you'll raise the funds?**

I.e. what do you intend to do?

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**How long do you think it will take to organise?**

Do you have any other deadlines that will affect when this fundraising needs to happen? When do you need to raise the money by? Can you organise and complete the fundraising activity in time?

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### Promotion

**If it is a public campaign, how will you promote it?**

Consider printed materials (flyers, invitations, posters), online and social media, media coverage, in-station promotion, on-air promotion and others.

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**Who will look after the promotions activities?**

Do you or someone at your station have the expertise to do this? Do you need to look for external assistance?

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## Resources

**What are the costs associated with running the fundraising activity?**

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**How many volunteers or staff need to be involved? Whose approval do you need to run this activity?**

Do you have enough people who will be able to help? Try to allocate roles e.g. promotion, financial management (accounting for the money raised) etc.

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**Do you need to hire a venue for any aspects of your activity?**

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**What equipment do you need?**

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## Risks

**Are there any risks associated with your fundraising activity?**

How likely or otherwise are they to occur? How can you overcome these risks?

Risk	Likelihood (Low, Medium, High Chance)	How can the risk be managed or reduced?

**Do you need any licences, permissions or insurance?**

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## The Outcome:

**Will this approach outweigh the amount of money, time and resources outlaid in planning and implementing this activity?**