



## **Developing a Basic Fundraising Plan for a Membership-Based Organization (MBO)**

### **1. Review Your Organizational Strength**

Before you begin fundraising, you will need to ensure your organization is strong. Review the “Organizational Requirements for Effective Fundraising” sheet available from WIEGO. Does your organization have all of these items in place? If not, you will want to include in your plan continuing to develop your organizational strength in these ways.

### **2. Connect with Your Members**

Do your Members agree you should be out fundraising for the organization? Do they know what kinds of things you will be asking donors for on their behalf? Do they know how any funds will be managed?

### **3. Review Organizational Priorities**

What are the main issues faced by your Members in their working lives? What are the issues faced by your organization? Which of these are your main priorities, the ones you need to fund above all others? Agree a list of priorities for your organization so you know why you are raising the funds. You will need to be able to explain to donors very clearly why you need the amount of funds you ask them for, and exactly how that funding will make a difference in the lives of your Members. All of this will need to be written down in detail before you can effectively raise funds.

### **4. Set a Specific Fundraising Goal**

You should set a fundraising goal for the amount of funding you need each year, and ideally for the next 3-5 years. This number should not be drawn out of thin air -- it should be based on the needs and priorities of your organization as agreed by your Members. How much money will your group need to raise in order to carry out the activities that you want to carry out? This will likely mean breaking down all your planned activities and developing a budget for each one.

## **5. Fundraising Activities**

Once you know how much you need to raise and why you need to raise it, you need to figure out how you are going to raise the full amount. Some funds may come from grants from foundations or governments, but some may come from other kinds of partnerships or events. Always include the full collection of annual Membership fees in your fundraising activities! Break your fundraising goal down into specific smaller amounts and detail how you intend to raise each amount.

E.G. Fundraising Goal: \$10,000

Membership Fees	\$2,000
City Grant	\$2,000
Foundation A	\$3,000
Foundation B	\$3,000

## **6. Create a Timeline and Identify Who Will Implement**

A fundraising plan should include a timeline for each activity, as well as identifying who will be responsible for the required actions.

You can break your timeline into months (e.g. Write Proposal to Foundation A for Capacity-Building Project: April) or you can break it down further and identify each smaller activity. (e.g. Prepare project plan: February; Prepare project budget: March).

Once you've set a timeline, also establish who in your organization will be responsible for ensuring that each activity is completed. You can then use this to keep yourselves on track throughout the year.