**Elements of a Fundraising Plan**

1. Earned Income
   1. Sales
      1. Pros: Steady income, puts brand name out there, targets a different audience who may not be interested in or able to donate
      2. Cons: Costs associated with start-up, ideological barrier in nonprofit, not enough staff, tax implications, could hurt the public perception of the purpose of the organization, could cause confusion about nonprofit status
   2. Fees
      1. Pros: Steady income, can create buy-in from clients if they have to pay a little bit, adds perceived value to the service
      2. Cons: Tax implications
   3. Memberships
      1. Pros: Builds allegiance with organization, works if there are VIP benefits and perks that can be offered, benefits can be offered through partnerships – such as discounts at businesses, appeals to people who want to be affiliated with the organization as a community
      2. Cons: The meaning of being a member can be fuzzy
   4. Contracts
      1. Pros: If the mission of your organization and the mission of the funding agency are a good fit and they treat you like partners, contracts can be good
      2. Cons: If the mission or priorities of the funding agency shift, you can end up being treated like a contractor and doing work you don’t believe in
2. Grants
   1. Pros: If you provide specialized services, grants are actually less time consuming than calling 200 donors, can be a steady stream of income if matched with a funder that really likes the organization, once you have developed a successful proposal draft/template, grants are less time consuming
   2. Cons: Funding is restricted, funds may run out, positions may have to be cut, staff time – especially in the beginning, may have to include match funds
3. Special Events
   1. Pros: Raise awareness and develop interest in the organization, can be very successful and something that people look forward to, the event has to stay fresh, can help recruit board members and volunteers, helps to get contact information for an annual drive, can be an opportunity for collaboration
   2. Cons: Some types of events have been overdone, may cost more to actually put on the event, may be friendraising rather than fundraising, time consuming, participants burn out
4. Corporate Sponsorships and Partnerships – these are good, but then you are affiliated with that corporation
5. Annual Campaigns – Every organization should have an annual campaign
   1. Pros: Unrestricted income, steady source of income, increases buy-in, can go towards operating funds and salaries
   2. Cons: Competition, everybody does it, won’t appeal to less engaged donors, takes a hit when economy is down because this comes from people’s checking accounts, board and staff who resist asking people for money
6. Workplace Giving
   1. Pros: Makes it easy for people to give
   2. Cons: Not really a way to engage people, cost
7. Board Giving – Absolute necessity, some foundations require it
8. Capital Campaigns
   1. Pros: Helps with specific needs for expensive items, only used as needed – like office renovation, some donors like to give to something tangible instead of to the annual campaign
   2. Cons: Cannot use it for operational funds
9. Major Gifts
   1. Pros: Builds on success of an annual campaign – identify best givers
   2. Cons: Have to do lots of research and courting of individuals with deep pockets, based on opportunity, can be easily forgotten and overlooked, can only be done after years with a steady stream of annual donations
10. Planned Giving
    1. Pros: Builds on success of major gifts – identify best givers, use the term “legacy” to put a positive spin on it
    2. Cons: Sometimes contracted out to an investment company, delicate topic, also based on opportunity