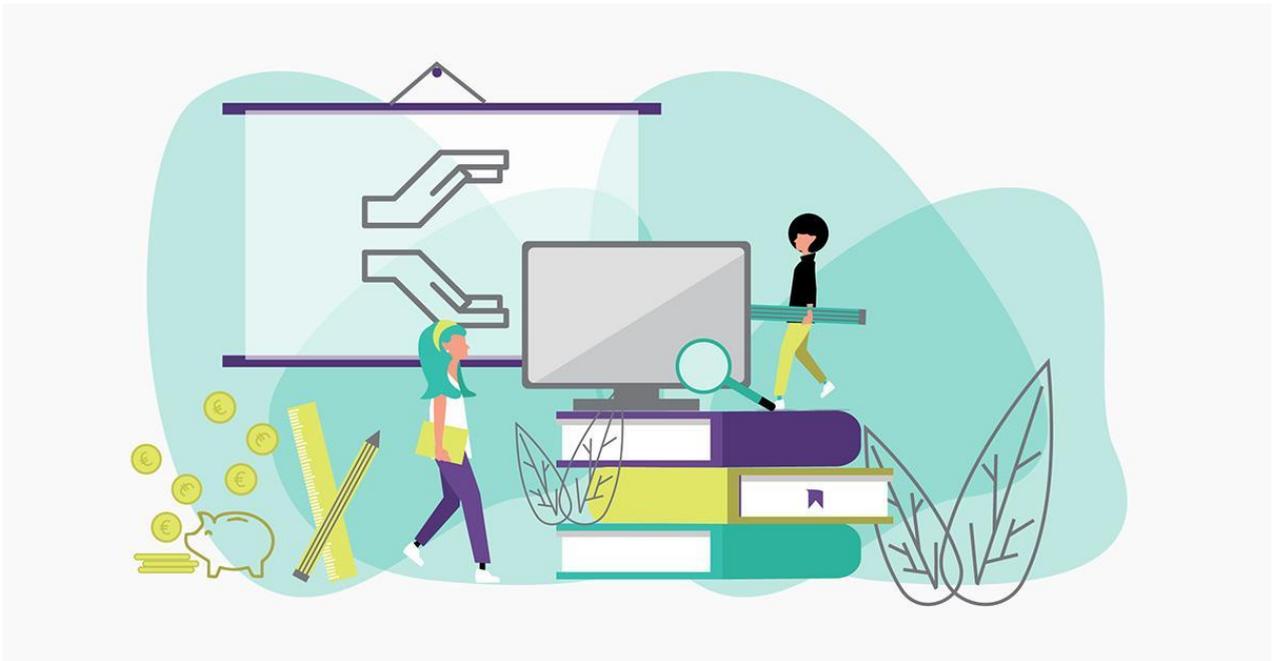




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**Essentials for fundraising:  
vocabulary, graphic and planning tools, basic templates**

## FUNDRAISING CHECKLIST

### Checklist

Have a strong and well-defined mission statement. Your mission should be broad to appeal to a consistent array of donors, but also specific enough to make it strategic. A mission is not about pitching, but about define where you want to go. The mission should be broad enough to be appealing for potential donors, but at the same time something specific that makes people understand where you actually want to go.

“We work for a plastic free world. We recycle plastics to transform it into arts by the hands of people with special needs. Less plastics and more opportunities for all”.

Do you have a non-profit status? Being a non-profit can help in terms of budget management or if you want to receive government, foundation or corporate money. However, many platforms bypass such a requirement. Indeed, it depends on what you would like to achieve and how.

Make sure that a bank account and some way of receiving money online are in place. This can be through a website, Facebook, a PayPal account, or some simple mechanism. You should be able to link this function to your organisation’s bank account.

Identify your case for support. Be able to articulate it. Ideally, turn it into a written case statement.

Try to adopt something like this:

“We are facing more and more a world with gigantic environmental problems. We have developed a solution to this in our day-by-day work. We support people with special needs to collect plastics and give back a small reward in vouchers. Collected money is invested in creating artistic pieces to employ people with fewer opportunities. Support our cause – join us making a beautiful gift made by our special artists. Change the world with us.”

Connect your mission, statement and case for support with your annual goals and speak about them clearly. Make sure your team and volunteers are able to transfer in the same way your organisation’s mission to potential donors.

“We do job training to hit our goals of higher employment for disabled individuals who want to do the creative opportunities we have. Our plastic recycling process employs both people who collect the actual plastics and our artists with special needs. Our theory of change specifically is rooted in the idea that skills and empowerment are at the basis of individual transformation.

Every year we collect 10 tons of plastics and we make hundreds of pieces that we ship everywhere in the world. We have an e-commerce and we cooperate with dozens of institutions to cast artistic pieces, and in this way, we manage to have a solid activity. As volunteers, we organise fundraising events”. And so on.

- You really have to push for organisational alignment.

As it happens, too often, only the president and a few other people of a small organisation are on the same page, while the rest of the team is not.

- Compare what you do with current studies, trends and similar partners. Make sure to join forces with other organisations if possible and necessary to create a great outreach. Just because you have chosen an online platform, it is not enough. You have to be sure you will reach enough people to support you and enough momentum to extend that potential target.
- A list of people to solicit. Start from somewhere. Friends of friends of friends. List companies, foundations, other private entities. Make sure to differentiate the message to explain how your work can benefit others.
- You need to choose a software, a tool that can help you to track your fundraising contributions. Many online platforms already have it!
- Define a way to thank the donors. A letter? A personalised gift?
- Think of fundraising as a plan in time, so that you reach mid-term goals. Write a statement that sums up something like “We will raise €5.000 through a monthly dinner in 2021. Joseph and Mary are in charge of it”.
- Have you prepared a privacy policy yet? Terms and conditions? Cookies? (this is valid if your fundraising plan is on your website)
- Have you prepared a privacy policy yet? Terms and conditions? Cookies? (this is valid if your fundraising plan is on your website). Check what others have written on their websites and pages. It is crucial not to have any legal problem or to be compliant with the security of your donors. Making statements means to create compulsory mechanisms.