

UNIT 3: IMPLEMENTING A FUNDRAISING ACTION TOWARD DONORS

1. INTRODUCTION

Brief Description of the Unit



In this unit, you will be able to create a specific plan or strategy for each goal and organizational need, taking into account the general view of the non-profit organization. In practice, users expected

- i) Assessing risks and pitfalls by identifying problems and barriers to a plan,
- ii) Preparing an overall action plan,
- iii) Defining fundraising plans based on measurable results.

Competence Statements

Define an overall fundraising strategy which takes into account a holistic view of the campaign and of the different actions needed to be matched with the overall organisation objectives. Such a strategy has to take into consideration the different barriers.

Learning outcomes

- Identify the main elements of a fundraising campaign as a whole, being able to craft an action plan informed as a business plan
- Identify the main digital channels for a campaign
- Demonstrate how to set up good campaign indicators and contents
- List the main barriers which threaten a fundraising work and the main count-strategy to tackle them
- Detect the main elements for GDPR that concern a fundraising campaign online (contact list storage, oblivion etc.)
- Identify and describe the main tools for digital fundraising combined with the channels
- Identify main ways on how to keep in touch with donors

Keywords

- Donors,
- campaign,



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- strategy-plan

Hashtag of the Unit: #TimeToDonate

Expected time: 5 hours.

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