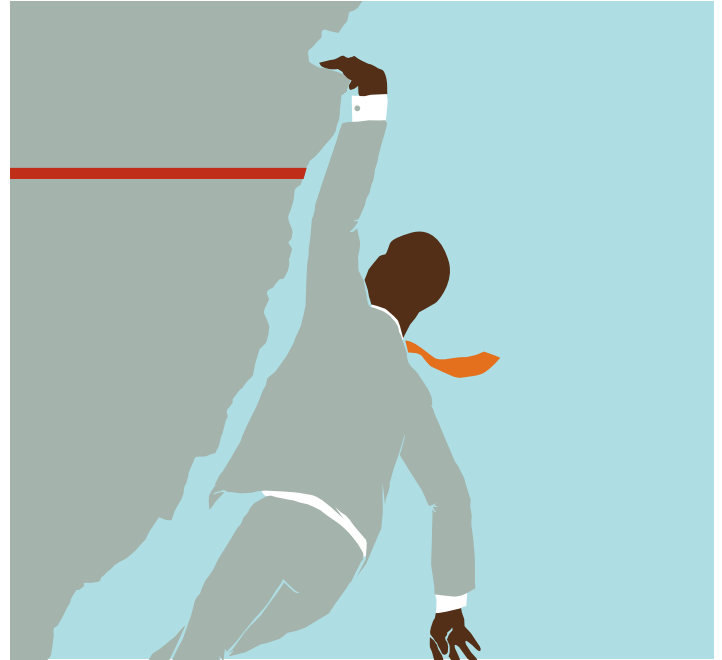


Non-financial Benefits of Planning in Fundraising

BEYOND THE BOTTOM-LINE

Fundraising is challenging in all kinds of economic times. It is easy to lose sight of the bigger picture and spend your time, energy and resources on short-term outcomes focused solely on making this year's bottom-line. Time constraints and large workloads make it easy for careful planning and preparation to fall by the wayside. Yet, when you invest the time to carefully plan your fundraising goals and initiatives, you can reap much more than just staying in the black.



Generate support & enthusiasm

Once your goals and initiatives are clearly mapped out, take the time to share them with others. Whether working with staff, a Board of Directors or volunteers, it is vital that you walk through the plan, delegate tasks and make sure that everyone is on the same page.

Share the message that this is a team effort and not a one-person show. If you show your team that you have time for them, it validates their worth and sets the stage for consistent communication.

Open the doors and make connections

A world of opportunity awaits you when you no longer need to scramble at the last minute. By developing a well-laid fundraising plan in advance, you open the door of possibility. You may identify new partnerships or innovative ways of providing your services. You may even find the time to celebrate achievement along the way.

Prove commitment

If there is one thing of which you can be sure, it's that stakeholders are aware. Just because they don't eat, sleep and breathe your mission doesn't mean they're not paying attention to the organization. When you execute well-integrated fundraising initiatives you are saying much more than "We would like your financial support." You demonstrate the value of your organization's purpose and its vision for progress. You tell stakeholders that you care about details and about their role in advancing your mission.

Live the mission

When kids are asked what they want to do when they grow up, not many say, "Raise money." Many do, however, want to help others and make the world a better place. Careful planning in fundraising can reconnect you to the larger goals of your organization and dramatically advance your mission. It can make you feel good, too.