Fundraising Plan – SMART Goals

Goal 1: Secure $126,000 in grant funding by the end of fiscal year 2020

Specific Strategies/Tactics This is something you will do to accomplish the goal. Answers the question—What will you do?	Process Measure How will you account for doing the activities needed to accomplish the strategy? What is the result of "what you do"/strategy?	Attainability- Outcome Measure Is your strategy reasonably attainable? What is it that will show you accomplished your strategy? How will you measure it? How will you know you accomplished the tactics?	Relevance What are the expected results after implementing this strategy? Why is this important in the overall fundraising plan?	Time frame and Responsibility Who is responsible for seeing that the strategy gets done and by when?
Identify grants / service organizations that target our specific needs / services	Each committee member will research and utilize grant databases (e.g. Grant Station, Candid, grants.gov, the Chronicle of Philanthropy) to find options that fit criteria for this goal. This will narrow down the options available to an attainable goal.	This strategy is likely to succeed since the information gathered will be from reputable sources. The information will be gathered and documented on Google Sheets, as stated in our next strategy. Success will be measured by identifying at least 10 grants available.	The fundraising committee will know what grants are available for this specific organization and will help rule out grants that are not eligible for this organization.	Each committee member will be equally responsible for this task and it will be done by 4/6/20.
Organize grant proposals	The fundraising committee will document the grants that our organization is eligible for in a Google Sheet which can be added to and edited by all committee members. The documentation will include the grant name, required documents, criteria / eligibility requirements, deadlines, and contact information for each grant.	This strategy is attainable because the committee members involved in the fundraising campaign are already familiar with Google Sheets. The information will be organized into sections based on likelihood of success and deadlines. The committee will meet and check off different steps that are necessary to prepare and submit the grant proposals. The committee will know the strategy is accomplished when at least 10	Information will be easily accessible to all group members and organized in an efficient manner. Grant deadlines will be met in a timely manner.	Each committee member will be equally responsible for this task and it will be done by 4/26/20.

		grants are organized into the spreadsheet.		
Submit grant proposals	The grants found to be attainable will be split among committee members to write proposals for each and will be submitted for approval by the committee members. The members will utilize the techniques outlined in chapter 5 of the book titled *Effective Grant Writing and Program Evaluation for Human Service Professionals* (Yuen, Terao, & Schmidt, 2009) and techniques outlined in the article "Crafting a Sales Pitch for your Grant Proposal" (Porter, 2011) to prepare and submit the grant proposals. The proposals will be submitted for consideration of acceptance to the foundations and charities after peer review.	This strategy is attainable because the proposal will be submitted, whether it is approved or not. Each committee member will provide feedback on the other members' proposals prior to submission. Once the submission is cleared and awaiting approval, it will be checked off on the Google Sheets for the committee members to keep track of and check approvals.	To obtain approval for grant funding from multiple foundations. The peer review process will help minimize mistakes and increase the likelihood that the grant will be approved. The tools utilized by the committee members will be used as templates that other grant writers use to create effective grant proposals. This strategy is important overall because it will provide sustainable resources and short- and long-term funding for the organization.	Each committee member will be equally responsible for this task, and it will be done by 5/25/20.

Porter, R. (2011). Crafting a sales pitch for your grant proposal. *Research Management Review, 18*(2), 79-84. https://eric.ed.gov/?id=EJ980463

Yuen, F. K. O., Terao, K. L., & Schmidt, A. M. (2009). Grant proposal writing: Beginning with the end in mind. *Effective grant writing and program evaluation for human service professionals* (pp. 99-138). Hoboken, NJ: John Wiley, & Sons, Inc.

Goal 2: To host a BBQ Fundraising Event

Specific Strategies/Tactics This is something you will do to accomplish the goal. Answers the question—What will you do?	Process Measure How will you account for doing the activities needed to accomplish the strategy? What is the result of "what you do"/strategy?	Attainability- Outcome Measure Is your strategy reasonably attainable? What is it that will show you accomplished your strategy? How will you measure it? How will you know you accomplished the tactics?	Relevance What are the expected results after implementing this strategy? Why is this important in the overall fundraising plan?	Time frame and Responsibility Who is responsible for seeing that the strategy gets done and by when?
Plan logistics of the BBQ event	Each committee member will decide his / her role for the fundraising event, and each member will oversee specific functions at the event. The logistics will be mapped out and discussed among the committee members. The result is that the event will be organized and more likely to succeed.	This strategy is attainable and will be helpful in implementing the event. The measure of success of this strategy will be determined by documentation of the logistics.	Information will be organized and documented by group leaders in a timely manner. Planning is important in any fundraising event and documentation helps group members keep track of activities and feedback on what could be changed.	Each group member will be equally responsible for this task, and will be done by 4/6/20.
Advertise the fundraising event in the community.	The fundraising committee will create brochures, T-Shirts, and infographics to pass out in the community. Each member will be responsible for advertising to designated businesses and organizations, and brochures will be given to clients to give to family and friends. The organization will also create a Facebook page and advertise the event on there. The effect of this strategy is that people will be made aware of the event and support the cause.	This strategy is attainable, and the brochures, T-shirts, and infographics have already been made. NP Source (2019) reports that greater than 50% of each generational group attends fundraising events and are willing to provide donations to the cause. The accomplishment will be measured by how many individuals attend the event. It will also be measured by how much money is raised at the fundraiser from selling T-shirts, food, and other donations from community members.	The community will be made aware of the event and will attend. This will allow the organization to hold other fundraising events in the future, obtain donations, develop networks with community members / businesses, and raise awareness of the services provided.	Each committee member will be equally responsible for this task and it will be done by 4/27/20.
Obtain sponsorship for the event	The committee members will identify potential corporate	This strategy is attainable but will take a bit more work than	The sponsors will advertise the event, set up vendor booths at	Each committee member will be equally

	sponsors in the local community. The committee members will utilize the five questions identified by researchers in the article "How to Get Sponsors for an Event: A Quick Guide to Event Sponsorship" (Nielsen, 2019) and the article "Conceptual Foundation of Sponsorship Research" (Johnston & Spais, 2015) to utilize marketing communications as an instrument and obtain more participation from the community. They will network with local businesses that they advertise to in order to obtain funding and sponsorship for the event. The sponsors will be listed on the back of the T-shirts for the event to help with marketing for those organizations as well. The local businesses will be able to have vendor booths at the event as well. Members will request donations of material resources from multiple businesses to enter in a silent auction at the fundraiser as well.	the others. It will be measured by how many sponsors are willing to donate and show up to the event, as well as how many vendors are acquired for the event.	the event, and donate to the event. Partnerships will be developed and maintained with these local businesses to assist the organization. They will provide funding not only for this particular event but also for possible future events and the organization's daily operations overall.	responsible for this task, and it will be done by 5/25/20.

Johnston, M. & Spais, G. (2015). Conceptual foundations of sponsorship research. *Journal of Promotion Management 21*(3), 296-312. doi: 1080/10496491.2015.1021504. https://www.researchgate.net/publication/277306183_Conceptual_Foundations_of_Sponsorship_Research

Nielsen, F. (2019). *How to get sponsors for an event: A quick guide to event sponsorship*. Billetto. https://billetto.co.uk/blog/how-to-get-sponsors-for-an-event/

NP Source (2019). *The ultimate list of charitable giving statistics for 2018*. https://nonprofitssource.com/online-giving-statistics/

Goal 3: Secure $20,000 in donations from individual donors by the end of fiscal year 2020

Specific Strategies/Tactics This is something you will do to accomplish the goal. Answers the question—What will you do?	Process Measure How will you account for doing the activities needed to accomplish the strategy? What is the result of "what you do"/strategy?	Attainability- Outcome Measure Is your strategy reasonably attainable? What is it that will show you accomplished your strategy? How will you measure it? How will you know you accomplished the tactics?	Relevance What are the expected results after implementing this strategy? Why is this important in the overall fundraising plan?	Time frame and Responsibility Who is responsible for seeing that the strategy gets done and by when?
Create online media presence	The fundraising committee will create a nonprofit Facebook page that will have an area to submit donations. The committee will also create a website to raise awareness and advertise services provided. The website will be secured and will have a section to submit donations as well. The committee will advertise and seek donations on Giving Tuesday via Facebook to obtain matching donations from individual donors and Facebook.	This strategy is attainable because it is free to create a Facebook page and website, and multiple generations use social media and internet for information. The only cost could be to implement security measures on the website so people can donate. It will be measured by the presence of a RightWay Recovery website and Facebook page. It will also be measured by how many donations are procured.	The expected results will be to raise awareness and possibly secure donations. It is important to advertise services with an online media presence because the internet is the largest research database.	Each committee member will be equally responsible for this task and it will be done by 4/6/20.
Obtain donations from individuals at the BBQ fundraiser event	The fundraising committee will obtain donations from individuals at the BBQ fundraiser and other fundraising events by utilizing information obtained from the article "How Do Directors of Nonprofit Organizations Perceive the Donor Evaluation Process?" (Qiu Chen, 2015). This article will help members gain the trust	This strategy is attainable if group members can network with individuals at the functions. The strategy will be measured by how much money is raised from donations and the silent auction.	The expected results will be that the organization will raise funding for operational functions. The brochures and infographics will invoke an emotional response to move the individual to donate to the cause. Individuals will be invited to donate at the event as well as monthly or annually. This is important to raise funding available for day-to-day operations.	Each committee member will be equally responsible for this task and it will be done by 4/26/20.

	of the donors and other members to obtain donations. The fundraiser will raise awareness for the need for donations to support the organization and will include a silent auction with items that are donated from other organizations to raise money. Infographics and brochures will be given to notify individuals of services offered.			
Advertise services in the community and request donations from families / friends.	The committee will create brochures, T-shirts, and infographics to pass out to community members. The committee members will request donations from multiple individuals by utilizing techniques outlined by Double the Donation (2020) including online donations, mobile donations, direct mail donations, and phone donations. Clients will be encouraged to request donations from friends and families as they are able.	This strategy is reasonably obtainable because clients will advertise services if they are satisfied with their care. The brochures, T-shirts, and infographics are already created and will be printed to pass out. The measure of success will be determined by how much money is raised in individual donations. The campaign staff hope to gain $15,000 in donations from families and friends.	The expected results will be that enough money will be raised to fund the day-to-day operations that are not covered in grant funding. Individual donations are the highest percentage of nonprofit funding in the U.S. It is important to have advertising in the community to be able to raise funding so clients can have adequate care. Allowing clients to request donations from families and friends will help them feel empowered and included in the process.	Each committee member will be equally responsible for this task, and it will be done by 5/25/20.

Double the Donation (2020). *How to ask for donations: A nonprofit's guide.* https://doublethedonation.com/tips/asking-for-donations/#individuals

Qiu Chen (2015). How do directors of nonprofit organizations perceive the donor evaluation process? *Journal of Governmental & Nonprofit Accounting, 4*(1) 1-16. https://doi.org/10.2308ogna-510004