

# Fundraising Strategy Canvas



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# 01

# Fundraising Goals

Setting clear, realistic goals is the first step when planning or refining a fundraising strategy

# Fundraising Goals

Setting goals is the first step in creating or refining your digital strategy. The SMART method helps to define your goals so that you can work towards them effectively, and applying these elements to your fundraising goals can give direction and focus to your campaigns.

## Specific

The first step to refining your fundraising goals is to make them specific. Fundraising goals should be rooted in specifics such as:

- *Raise \$10,000 in 12 months*
- *Gain 400 new donors through Facebook*
- *Raise 20 percent more in total donations compared to last year*
- *Recruit 100 fundraisers to make campaign pages*

## Measurable

By setting measurable goals, you make success and failure more objective. Without a quantifiable goal, there is no way to truly judge if you have succeeded. To make your objectives measurable, ask questions like “how much?” and “how many?”

## Attainable

Your fundraising goals should be both ambitious and attainable. Think of your proudest accomplishment. Was it easy to achieve or very difficult? Most people derive a greater amount of satisfaction from achievements they had to work hard for.

Keep in mind, however, that setting goals that are too difficult can also work against you. If a goal seems unachievable, people may feel inadequate or as though they are being set up to fail. Your fundraising goals should be challenging, not impossible.

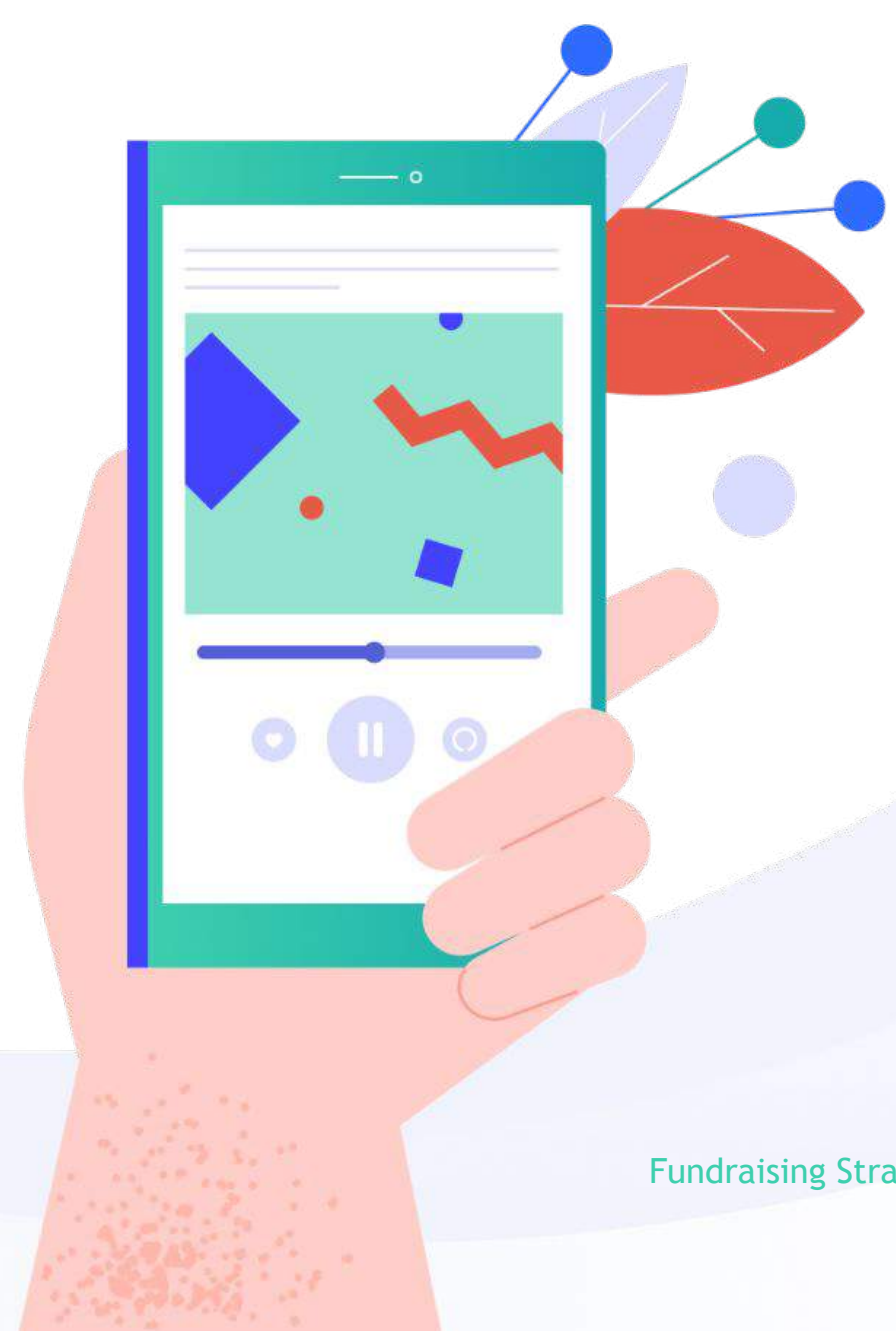
## Relevant

We value achievements that make a positive difference, so you should know the “why” behind all your fundraising goals. Much like how donors need to know what impact their gift will have, fundraisers need to be reminded of the work their development goals support. You should know how every fundraising goal relates to your mission.

## Timely

Deadlines are an important part of making your objectives specific and measurable. If a goal isn't time-based, you can put it off indefinitely. Having a visible deadline can be a powerful motivator for donors and fundraisers. But don't forget to allow a reasonable amount of time to achieve your results. Your deadline, too, should be ambitious but attainable.

*Top Tip: Don't forget to write down your goals and make them visible on p.6. Having a daily reminder of your objectives can help your team stay focused and motivated.*



# SWOT Analysis

The best fundraising strategies are simple and clear. Once you have identified your goals a SWOT (Strength, Weakness, Opportunity, Threat) analysis can help you understand what's realistic and achievable, identifying growth opportunities and reaffirming your strengths. Reflecting on the questions below will help shape your goals.

Strengths	Weaknesses
Opportunities	Threats

# Your fundraising goals

Write down your fundraising goals here to hold you and your team accountable. Remember to make these goals as SMART as possible. Use this sheet to check-in regularly with your team to see how on track you are to achieving these goals

Goal 1

Goal 2

Goal 3

Goal 4

Goal 5

Goal 6



# 02 Giving Tools

Do your research and choose the right giving tool which suits both your organisational needs and your donor base

# Choosing the right fundraising tool

You want to make sure that your donor's online giving experience is a positive one.

How do you usually fundraising online? Many organisations rely on their donation page on their website but there are lots of other giving tools that you can use to really elevate your fundraising.

## Facebook

Facebook has built free tools to make it easier for you and your community to raise money and enable supporters to fundraising for your cause.

- Add a donate button to your organisation's page and to your posts
- Create a Facebook fundraiser for an upcoming campaign
- Encourage your supporters to create their own Facebook Fundraiser
- Add a fundraiser sticker to your Facebook stories

*It is worth noting that Facebook giving tools differ from country to country. Click [here](#) to check what tools are available in your organisations country*

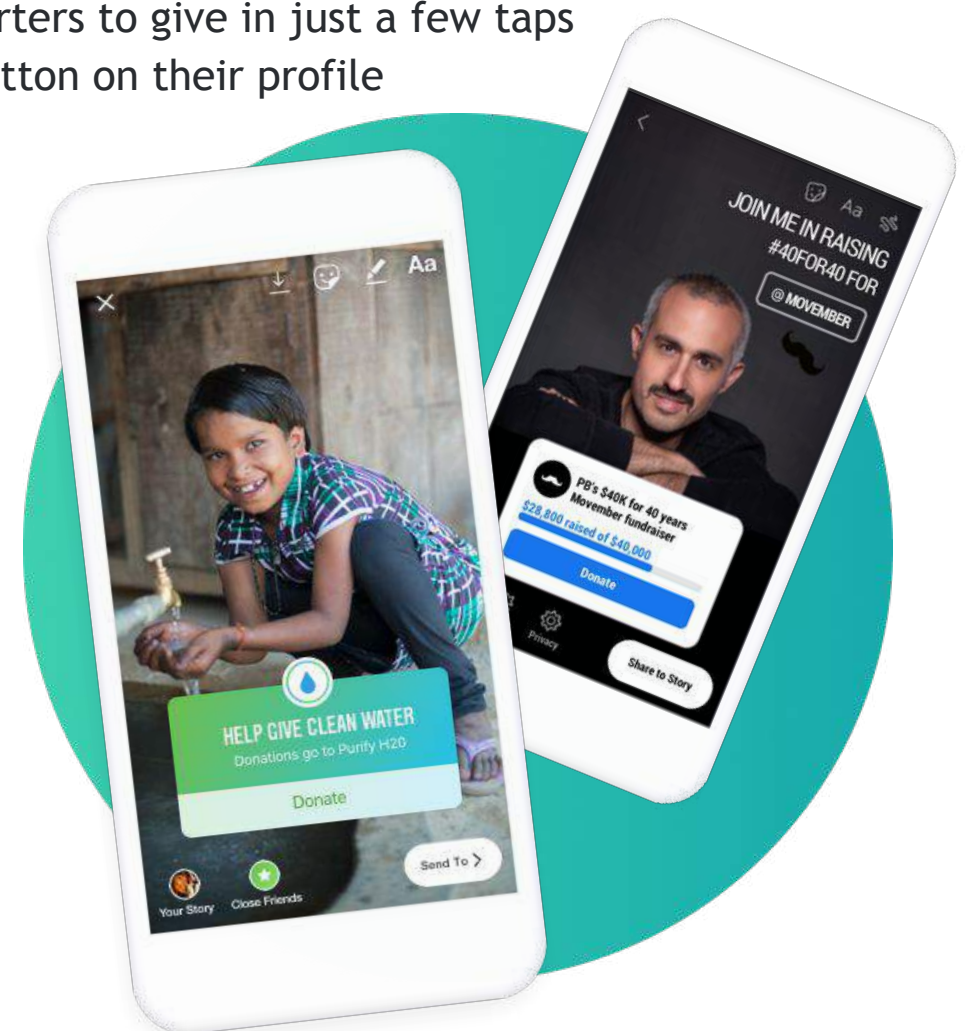
## Instagram

Individuals can raise money directly on Instagram through:

- Instagram lives - adding a donate button to live videos
- Instagram stories - adding the donation sticker encourages supporters to give in just a few taps
- Profile button - Instagram business accounts can add a donate button on their profile

### BRIDGE content to help!

- [Fundraising on social media](#)
- [Getting to the ask](#)
- [Why you need a Instagram business account](#)





### Crowdfunding platforms

Crowdfunding platforms allow you to create a campaign landing page to accept donations, raise money for a specific project, or drive support for a time-based initiative. Here are some platforms:

- [Enthuse](#)
- [GoFundMe](#)
- [MightyCause](#)

### Peer-to-peer fundraising platforms

Peer-to-peer fundraising campaigns have the power to reach larger audiences as individuals ask their personal networks for donations on your behalf. It is a multi-tiered approach to crowdfunding that empowers your supporters to become fundraisers. Here are some of the most popular platforms:

- [Classy](#)
- [Donately](#)
- [JustGiving](#)

### Text-to-donate

Text donation tools are a great way to quickly fundraising and are easy and convenient for both charities and donors to use. Here are some platforms to check out:

- [Donr](#)
- [instaGiv](#)

### Speak to our Digital Fundraising Coach

Róisín is a member of the BRIDGE team and has worked in various fundraising roles within the nonprofit sector. She would love to hear about your fundraising plans and help! Click below to book in a 1:1 call.

[Book a 1:1](#)



# 03 Donor Segmentation

Better target your outreach, raise more donations, and grow your relationships with donors over time

## Donor segmentation

Donor segmentation allows for you to know who your audience is and cater to their needs, and it comes in handy for email marketing. How you decide to segment your donors depends on the needs of your organization. See below different ways that you can segment your donors to help make sure you are connecting with donors in the right way.

How your donors were acquired

Size of gift

First time VS recurring

Giving Frequency

Engagement level

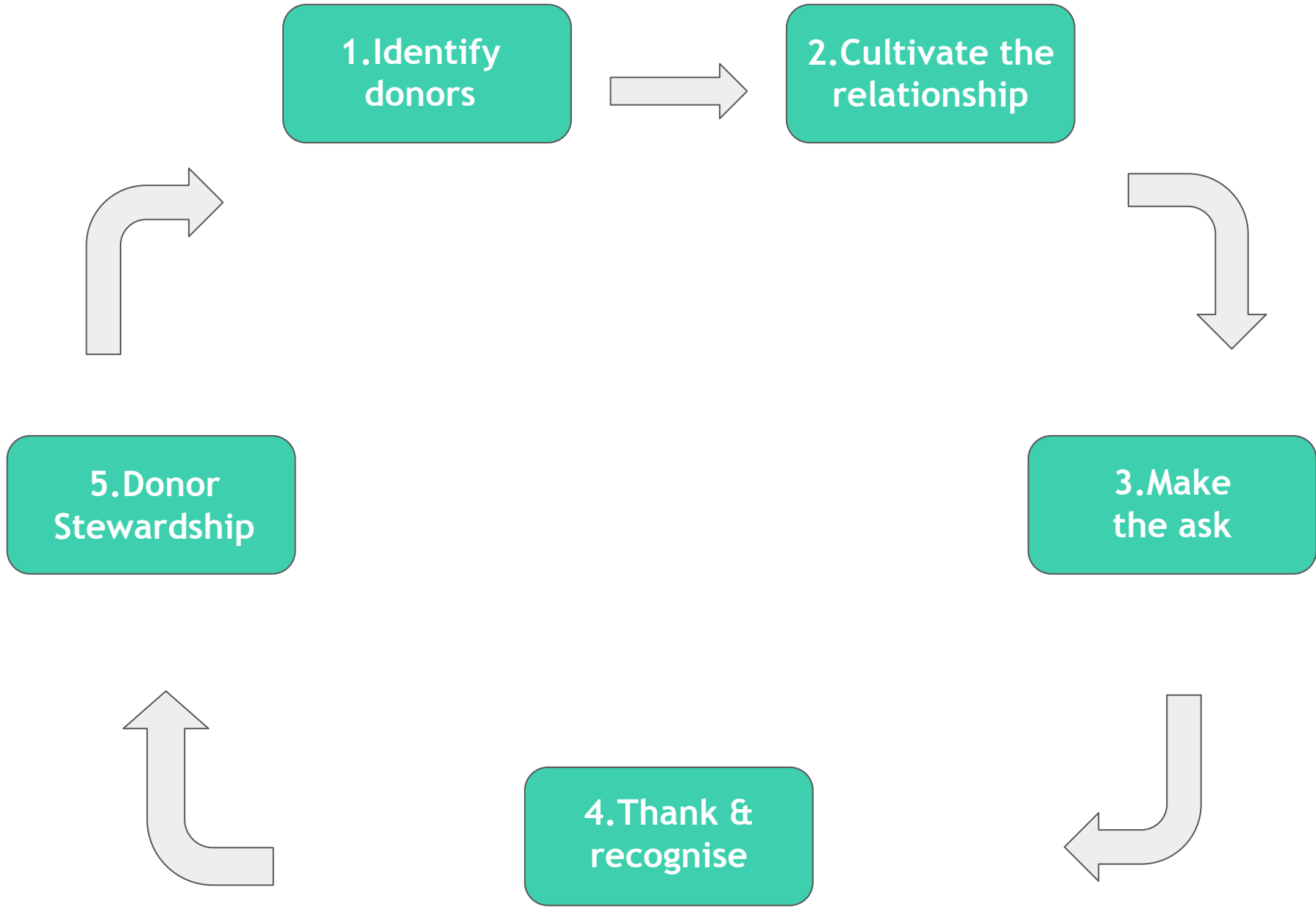
Preferred ways to give

Communication preferences

Demographics / Interests

### Donor acquisition cycle

With segmentation, you can send donors the information that's relevant to them and avoid bombarding them with irrelevant messages. For example, you wouldn't want to send long-time donors emails meant for supporters new to the organization. Similarly, you wouldn't want to send every volunteer update to those people who never volunteer.



# Calendar of donor activities

Once you have identified your various donor segments, map out of your communications plan for the upcoming months and tailor your communications for each group identified.

<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>
<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>
<i>September</i>	<i>October</i>	<i>November</i>	<i>December</i>





# 04

# Fundraising messaging

Donor communication is used for building awareness, educating on the need of the program you are fundraising for, and about how donors are creating an impact in their community

## Making an ask

An ask can be anything from fundraising, volunteering, to time and skill sharing. When it comes to fundraising, you are asking someone to do something for your cause, you are connecting with their passion, and linking it directly to your work.

Once donors believe your cause matters, giving becomes the natural next step.

Two things are really important when building up to an ask:

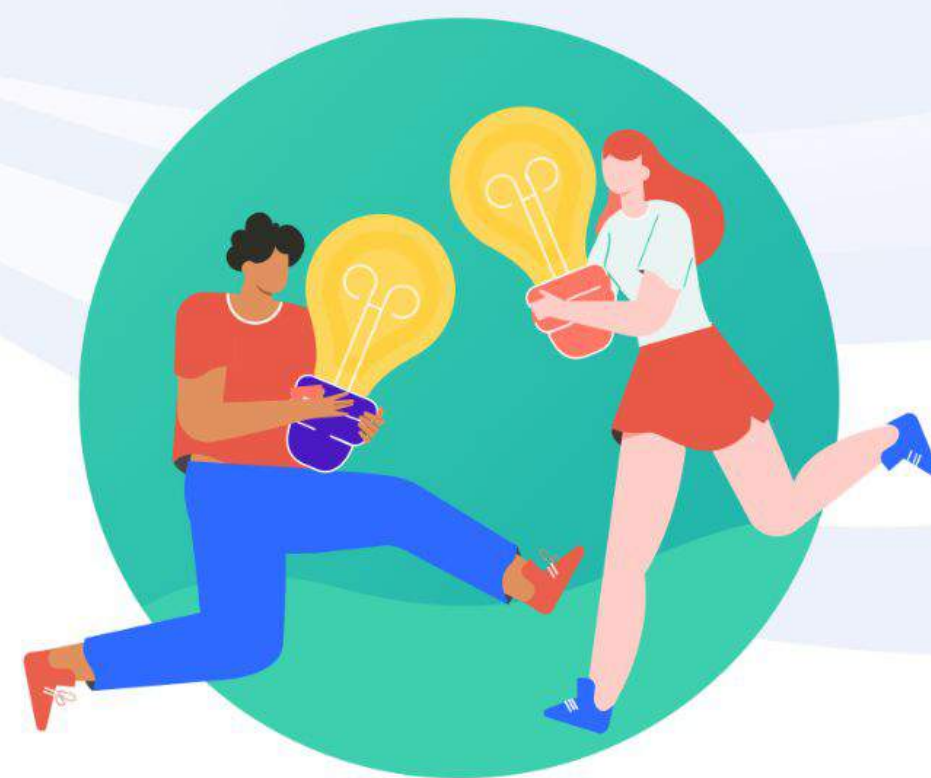
- **Cultivation**

Fundraising is based on relationships and you can set yourself up for fundraising success by putting stewardship and cultivation at the forefront of your communications strategy.

Build relationships with new and existing supporters by maintaining regular contact, updating them on your work, and engaging in two-way conversations. Every piece of digital content, whether it's an email or social media post, is an opportunity to gain new support, and strengthen existing relationships.

- **Storytelling**

For charities to win both hearts and minds, it's important they share the stories of those they serve. Effective storytelling will span multiple digital platforms and have a clear narrative that accumulates with a strong call to action.



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## Top tips for making an ask

- **Research your audience** - understand who you are talking to and tailor your messaging
- **Be specific** - know what your organization needs and give donors specific donation amount options, E.G. \$20 could purchase one PPE kit and COVID test for a frontline health worker
- **Include variety** - Let your supporters know how else they can get involved, e.g. signing up to your newsletter, sharing social media content

# 05

## Analytics/ reporting

It's essential that you have a way to accurately measure your progress; otherwise, gauging your successes and shortcomings (and then building on those lessons for future campaigns) becomes nearly impossible.

## KPIs

KPIs (Key Performance Indicators) are measurable values meant to demonstrate how effectively you are achieving your fundraising objectives. Take a look below at some fundraising metrics you can track.

It's important to track KPIs because they:

- Provide a large amount of accurate data about your organization.
- Empower you to make informed, evidence-based decisions.
- Take all of the guesswork out of evaluating success.
- Can tell you which strategies are working and which aren't.

Metric	Description
Fundraising ROI	<i>By dividing revenue by expenses you can see if your fundraising efforts have been successful or not</i>
Conversion rate	<i>Divide the number of people who completed the goal action by the number of people who were given the opportunity to do so, then multiply that number by 100 to yield a percent</i>
Donor retention rate	<i>Donor retention rate tells you how many donors your organization retains on a year-over-year basis</i>
Donor Growth rate	<i>Donor growth rate measures an increase or decrease in the total number of donors to your organization over a given time period</i>
Donor type	<ul style="list-style-type: none"> <li>• Individual</li> <li>• Foundation</li> <li>• Government</li> <li>• Corporation</li> </ul>
Donor acquisition cost	<i>Representation of how much money your organization spends to acquire one donor</i>
Average gift size	<i>To calculate average gift size, divide the total amount received by the number of gifts received</i>
Form of donation	<ul style="list-style-type: none"> <li>• Facebook donate</li> <li>• Website</li> <li>• Crowdfunding page</li> </ul>



## Get in touch

The team at Lightful would love to hear more about your fundraising strategy or any upcoming fundraising campaigns you might have. Book in a 1-1 or email us at [support@lightful.com](mailto:support@lightful.com) for extra support with your fundraising!

We know that time is of the essence, so you can now book in a shorter 20 min express 1-1!

[Book a 1-1](#)

[Express 1-1](#)

*Pumula*