

Fundraising Strategy Template for _____

Organisational Vision	
Organisational Mission/Objectives	
Organisational Values	
Fundraising Audits <ul style="list-style-type: none">• SWOT analysis• PESTLE(E) analysis• Competitor analysis• Internal analysis• Collaboration analysis• Market analysis	
Key Strategies <ul style="list-style-type: none">• Overall direction• Positioning strategy• Case for Support• Segmentation	

Tactics

- Gifts
- Grants
- Contracts
- Open Market

Fundraising Objectives

- SMART

Budget

Schedule/Timescale

Monitoring, Evaluation and Control