

Keep It, Tweak It, Try It, or Trash It? A Fundraising Planning Exercise

- **Keep It!** if it raises a lot of money and is also a good use of staff time and resources
- **Tweak It!** if you could raise significantly more money, if you did things a little bit differently
- **Try It!** if a new activity has potentially high returns and relatively low investments of time/money
- **Trash It!** if you're doing things that take a lot of time/money and don't bring in a lot of money

How do you raise money? <i>(check all that apply)</i>	How much do you typically raise from each activity?	What's your investment? <i>(Hi/Med/Lo)</i>		How much (or how much more) could you raise?
		Time	Cost	
Board Giving Campaign	\$			\$
Challenge Gifts/Grants	\$			\$
Corporate Sponsorships	\$			\$
Crowd Funding Campaign	\$			\$
Direct Mail Appeals/Campaigns	\$			\$
Email Appeals/Campaigns	\$			\$
Fees for Service, Tuition, etc.	\$			\$
Foundation Grants	\$			\$
Giving Day Campaign	\$			\$
Government Grants/Contracts	\$			\$
Lapsed Donors/Renewal Campaign	\$			\$
Online Giving Campaign	\$			\$
Major Gift Campaign	\$			\$
Matching Gifts/Grants	\$			\$
Membership Campaign	\$			\$
Monthly Giving Campaign	\$			\$
Peer-to-Peer Campaign	\$			\$
Planned Giving Campaign	\$			\$
Sales (Tickets, Merchandise, etc.)	\$			\$
Special Events (Galas, Golf, etc.)	\$			\$
Staff Giving Campaign	\$			\$
Volunteer Giving Campaign	\$			\$

Need help creating your fundraising plan? Contact us today!

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