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Hi there!

Growing a new nonprofit isn't the easiest thing.

That's why I'm so excited to bring you my favorite planning tools!

I created this to help keep new and young nonprofits focused on the important work that will make a difference fast.

The key here is to get your ideas and plans out of your head and onto paper. They must be WRITTEN down. If your plan is in your head, it isn't real and it will be REALLY hard to follow. Before long, it will turn to mush in your mind, and you'll be shooting from the hip, which doesn't work when you're trying to raise big bucks to fully fund your nonprofit's work.



Print these out and start using them to get control of the chaos in your life so you can focus strategically on growing your nonprofit so you can make a difference in this world.

If you have questions, join our Facebook community at <https://www.facebook.com/groups/FundraisingforFounders> and ask away. I personally read everything that's posted there and respond as quickly as I can.

Way too many nonprofits don't plan to fail – they just fail to plan. Don't be one of them!

Warmly,



Sandy Rees
Chief Encouragement Officer

90-DAY ACTION PLAN

The 90-Day Action Plan helps you break the year down into smaller chunks of time that are more manageable for new nonprofits. You're juggling LOTS of balls right now getting your nonprofit up and running, and it's easier to look at smaller pieces of your plan at a time.

Use this plan to help you focus on what you'll do each week for the next 90 days to add new donors to your donor family, spread the word about your mission (even if you haven't started yet!), deliver warm touches and meaningful communications to your supporters, and ask for money. Focusing on these 4 key areas will keep you from getting too focused on the money and neglecting your donors.

Once you fill this in for the next 90 days, you'll be able to see exactly what you need to do each week and what's coming up in the next few weeks.

Here's how to use this plan:



1. **Define the 90-day period** that you'll be covering in the plan and write it at the top.
2. Choose activities to **bring in new donors** throughout the 90 days. Write those on the weeks where you plan to do them. Include both online activities (like peer-to-peer campaigns) and offline activities (like house parties and mission fairs).
3. Choose activities to help you **spread the word** about your organization throughout the 90 days. Write those on the weeks where you plan to do them. Include online and offline speaking gigs, media releases, and any other good ideas you have.
4. Choose **donor communications and warm touches** that will help you deepen relationships with your donors throughout the 90 days. Write those on the weeks where you plan to do them. Include monthly email newsletters, video updates, and any other good ideas you have.
5. Plan when and how you will **Ask for donations**. Write those on the weeks where you plan to do them. Be sure to spread them out and include plenty of donor communications and warm touches in between the Asks. Include things like Facebook Asks, email Asks, in person events, and fundraising letters. Also include anytime you share about Amazon Smile and your Wish List (those are Asks, too!).

Modify this plan to fit your situation and needs.

NEW NONPROFIT'S 90-DAY ACTION PLAN

Date: _____

Fundraising goal this year: _____

Fundraising goal this quarter: _____

Focus on

- ✓ Growing your donor base
- ✓ Raising awareness in the community
- ✓ Keeping in touch with donors
- ✓ Balancing asks with warm touches

GROWTH PRIORITIES

	Add new donors	Spread the word	Warm touches & communications	Asks
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				
Week 7				
Week 8				
Week 9				
Week 10				
Week 11				
Week 12				

Now what?

This worksheet gives you the basis for a powerful, purposeful action plan. But you can't just create it and leave it on your hard drive or in a file folder.

Monitoring the Plan

1. **Make a plan for reviewing it regularly.** I suggest you pull it out at the beginning of each month to see how you're doing.
2. **Get input from your team.** If you have other staff, volunteers or Board members helping you to execute the action plan, involve them in the regular review. They may have valuable input for changes that need to be made.
3. **Modify as needed.** This plan is NOT set in stone. Things change, and you need to be flexible and ready to change as needed to leverage opportunities and weather the storms.



Don't be afraid to stretch for big goals. Your nonprofit is capable of great things, and with a good, solid, well-thought-out plan, you can accomplish them.

Got questions? Stop by <https://www.facebook.com/groups/FundraisingforFounders> and ask. We're here to help you.