

GORDON MAYER COMMUNICATIONS

<https://gordonmayercommunications.com>

Chicago | +1 (312) 307-0133

Fundraising campaign checklist

This is less a public document and more of a checklist for campaign lead to keep in mind

1. Goals

- Internal goals: Friends, Funds, Actions, Acquisition
- Public goals: why are we asking for support now?
 - we need to do X and it will cost Y [name a public fundraising goal]

2. Who will help?

- Staff
- Board
- Base/audience
 - Examples: P2P- in your CRM, on Facebook, or a crowdraiser

3. Target

- Who are we targeting – segments in our database?

4. What is going to motivate them? CTA

- Keep it simple – 1 action, 1 decision at a time

5. What channels will I use?

6. When and how often? Timeline with dates

7. What content can I pre-write?

- Webpages, Emails, Social Media Toolkit, Letters, Forms, Thank Yous

8. Complete

- Evaluate, Repeat

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