

Fund Development Planning: A Strategy for Organizational Success

Every nonprofit organization is faced with the challenge of budgeting and identifying revenue to not only deliver mission-driven programs and products, but also address strategic goals and maintain overall organizational health. A thoughtful and well-organized fund development plan can help an organization take a proactive approach to its annual fundraising activities.

Strategically, the process of creating a fund development plan helps an organization to set expectations and paint a realistic picture of annual fundraising revenue. A fund development plan encourages an organization to consider its impact and capacity, while identifying areas for success and growth potential. Likewise, it prompts an organization to evaluate its areas of need and direct (or redirect) resources accordingly. Most importantly, a fund development plan creates a blueprint for implementing fundraising efforts throughout the year, minimizing uncertainty and stress for board members, staff, and volunteers that are often juggling multiple priorities or projects.

A truly functional fund development plan will encompass areas of annual fundraising from grant writing activities to events and appeals. The plan will identify and include:

- Budgeted or expected goals
- Activities that support each goal
- Timeline for implementation
- Who is responsible for implementation
- Results

Want to learn more about creating or enhancing a current fund development plan for your organization? Contact [Support Kansas City](#) and let our knowledgeable staff guide you through the process.