

**◆ Worksheet 6**  
**Fundraising Campaign Proposal**

- ☐ Define your activities, resources and allocate responsibilities
- ☐ Ensure you have considered all aspects of the implementation of the campaign
- ☐ If necessary, review your core strategies and long-term and short-term priorities.

**Title / slogan of the proposed campaign:**

**Implementation period:**

1. **Campaign background** /how does the campaign fit within your overall fundraising strategy and organizational development; research that the proposed campaign is based on regarding the community awareness of the issue, current state of affairs, visibility of your organization, key organizational strengths and weaknesses, cooperation and networking with other organizations that work on the same issue/:

2. **Problem statement and proposed solutions through the campaign:**

3. **Overall goal of the campaign** /the change that your campaign will cause, how will the campaign results contribute to decreasing the issue you are addressing/:

4. **Purpose of the campaign** /what will the raised funds will be used for and how will that affect the direct beneficiaries/:

5. **Direct beneficiaries of the campaign**      5.a **Criteria for selection of direct beneficiaries**

6. **Key fundraising technique** /Clearly define how the funds will be raised. Eg. organize a concert with capacity of 2000 seats, sell 1500 tickets at a price of 5 KM and generate an income of 7.500 KM/

7. **Other fundraising techniques – if any – that will be used in the campaign:**

8. **Expected results** /present in the table resources needed (both financial and in-kind) to implement planned technique and expected return of the investment per technique (both financial and in-kind)/

	Needed resources – inputs		Expected results – outputs	
	In-kind	Monetary	Monetary	In-kind
1 FR <sup>1</sup> Technique 1				
2 FR Technique 2				
3 FR Technique 3				
4 PR <sup>2</sup> total				
Total				

Insert additional rows if needed

In Row 4. (PR Total) include the amounts identified in the table below (Article 11. row 4. column 3.). Total of Column 3. is the amount of funds invested in the campaign and it should be equal to the Column 6. of the Campaign Budget.

9. **Resources needed for implementation of FR campaign:**

9.a. **Human resources**

FR technique 1	FR technique 2	FR technique 3

<sup>1</sup> FR = Fundraising

<sup>2</sup> PR = Public Relations – odnosi s javnošću