

Fundraising Strategic Plan

1. Vision & Alignment

****Purpose:**** Develop a compelling vision that people can believe in and invest in.

****Objectives****

- * Refine the artistic and organizational vision.
- * Ensure collaborators are aligned around shared goals.
- * Create a concise narrative explaining:
 - * Why this work matters.
 - * Why now.
 - * Why your organization is uniquely positioned to do it.

****Deliverables****

- * Vision statement
- * Elevator pitch
- * One-page overview
- * Brand language

2. Define the Annual Goal

****Fundraising Goal****

> ****Annual Goal:**** \$_____

This number should be revisited throughout the year as opportunities emerge.

Break it into categories:

Revenue Source	Goal
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Individual Giving	
Grants	
Crowdfunding	
Events	
Major Investors	
Sponsorships	

Earned Income	
Total	**\$_____**

3. Identify Your Audiences

Rather than trying to appeal to everyone, define key personas.

Examples:

Fans

People who love the art.

Needs:

- * Inspiration
- * Belonging
- * Behind-the-scenes access

Participants

People who attend workshops or events.

Needs:

- * Community
- * Learning
- * Experience

Donors

People who believe in the mission.

Needs:

- * Evidence of impact
- * Relationship
- * Trust

Investors

People capable of making transformational gifts.

Needs:

- * Long-term vision
- * Sustainability
- * Leadership
- * Clear outcomes

4. Build a Small Fan Club

The first goal isn't hundreds of donors.

It's a dedicated circle of early supporters.

Focus on:

- * Regular updates
- * Invitations
- * Early access
- * Personal connection
- * Consistent storytelling

This group becomes your ambassadors.

5. Showcase the Vision

Instead of presenting the entire dream, create experiences that reveal pieces of it.

Examples:

- * Studio open houses
- * Small performances
- * Workshops
- * Artist talks
- * Community dinners
- * Interactive installations

Each event should answer:

> "What does it feel like to step inside this world?"

6. Outreach & Communications

Develop a consistent rhythm.

Marketing Materials

- * Website
- * One-page handout
- * Digital deck
- * Impact stories
- * Photos
- * Video

Outreach

- * Personal emails
- * Coffee meetings
- * Introductions
- * Newsletters

Social Media

Share:

- * Process
- * Behind-the-scenes moments
- * Artist stories
- * Community impact
- * Invitations

7. Diversify Funding

Don't rely on one source.

Crowdsourcing

Small gifts from many supporters.

Grants

Institutional funding aligned with your mission.

Individual Giving

Recurring and one-time donations.

Investors

Major supporters who invest in long-term growth.

8. Relationship Development

Fundraising is fundamentally about relationships.

Focus on:

- * Listening
- * Following up
- * Expressing gratitude
- * Inviting participation
- * Building trust over time

Instead of asking:

> "Who will give money?"

Ask:

> "Who wants to build this future with us?"

9. Develop Meaningful Incentives

Offer different ways for supporters to engage.

Examples include:

- * Recognition in programs
- * Exclusive events
- * Behind-the-scenes access
- * Artist conversations
- * Limited-edition artwork or zines
- * Workshops
- * Early ticket access
- * Community circles
- * Personalized thank-you notes

Different supporters value different forms of connection.

10. Annual Timeline

Phase	Focus	
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Vision	Align, refine, clarify message	
Community	Grow fan club and identify personas	
Visibility	Marketing, outreach, storytelling	
Engagement	Small events showcasing the vision	
Fundraising	Crowdfunding, grants, donor asks	
Stewardship	Thank supporters and deepen relationships	
Evaluation	Review goals and refine the next cycle	

Core Principle

One theme ties all of your notes together: ****relationships precede fundraising****. Rather than starting with an ask, begin by creating a clear vision, inviting people into meaningful experiences, building trust, and offering multiple ways to participate. Financial support becomes a natural extension of that ongoing relationship.

This framework also scales well—from an emerging arts initiative to a mature nonprofit—and can serve as the foundation for a multi-year fundraising strategy.