

Charitable Giving: Draft of Project Plan

Note: Before beginning formal planning, contact the charity or recipient of your potential fundraiser to ensure that they approve of being the focus of a campaign.

Under the headings below, jot down ideas and then type a formal document. Submit your document to your teacher and save a copy for each group member. Throughout your fundraising campaign, to your plan to ensure that you are meeting goals and making appropriate adjustments.

- **Goals**

- Target a specific fundraising goal (dollar amount). Ensure that your goal is SMART (Specific, Measurable, Attainable, Relevant, and Time-based)

- **Timeline**

- Using a calendar, start with the end in mind and work backwards to set specific dates for completion of tasks.

- **Target audience**

- Discuss why this is an important step (e.g. focus advertising, maximize donations, align values and messaging with donors, etc.)
- See **Upleaf's** webpage [How to Define Your Target Audience](#)

- **Budget**

Use the simple *SaskGives Budget Template* or an *online template*. Regardless of the template chosen, students should keep detailed records of:

- Estimated expenses
- Actual costs
- Estimated donations (Goal)
- Sponsorship dollars
- Each individual donation

Attach an edited version of your budget to your formal Project Plan.

- **List of responsibilities**

- List all tasks needed to meet your goals.
- Delegate responsibilities and list them below

- **Communication/Marketing Plan**

- Consider different methods of communication (email, social media, advertising/posters, etc.), consistent messaging that appeals to potential donors' values, and the importance of planning and timing of messaging.
- It is recommended that you review **Cause Vox's** [*Crafting a Communications Plan for Your Crowdfunding Campaign*](#)

- **Outline the process for collecting donations and submitting funds to the charity.**

- Consult with your teacher and school administration to discuss safe and acceptable ways to collect donations.
- Determine how will funds be transferred to the charity.