



FOUR STEPS to WINNING INCOME

Fast track to the income you need for a
winning campaign

FOUR STEPS TO WINNING INCOME

- “ **Your team**
- “ **Your case for support**
- “ **Your donor pathway**
- “ **Your plan of action**



YOUR TEAM

PEOPLE, TALENT, TIME

WHO has a **bit of time**? Find out the skills they gained from work, homemaking and community. Recruit **new people** who haven't helped before. Provide clear leadership.

WHO can speak with **clarity and enthusiasm**, **research** people and companies, make **effective plans**, get **people to do** stuff? This is your fundraising team!



HOLD just one fundraising meeting - assign roles, create a monthly income plan. Then go do it!

YOUR CASE FOR SUPPORT

ONE SIDE, 200 WORDS

WHAT WE WANT

A voice for the area + local factors

WHY IT MATTERS

What we're championing + our achievements

WHAT WE'RE UP AGAINST

Vested interests + local factors

WHAT IT COSTS

Total target + what's still to raise

WHERE YOU FIT IN

What we're asking for, the difference you'll make

YOUR DONOR PATHWAY

REACH and CONVINCe DONORS

DEVISE a clear, passionate, costed case

LIST people, businesses, interest groups to whom it matters

PLOT a tailored approach for each group

PLAN your pathway: **engage, inform, invite**

ASK via event, group, personal meeting, letter depending on closeness to them, and scale of request

MAKE the case, **ASK** for an amount



YOUR PLAN OF ACTION

QUICK & EASY

INCOME STREAM	Member appeal	Major donor drive	Publication sales	TOTAL
TARGET (3 months)	£2,000	£5,000	£900	£7,900
LEAD	Jane	Ali	Dave	
INCOME APRIL	Letter sent £700	MP invitation 0	Online ad £320	£1,020
INCOME MAY	Calls made £460	Donor dinner £3,800	£240	£4,500
INCOME JUNE	Email/text £1,320	Art auction £850	£300	£2,470
TOTAL	2,480	4,650	860	7,990