

PROJECT FUNDING PLAN TEMPLATE

Your Fundraising Vision

What do you want to achieve and what does success look like?

Fundraising Planning

What are you looking to achieve from your strategy?

NB – remember to think short term and longer term – easy wins and those aspirational projects.

Strategic Planning (long term view = 3+ years) <ul style="list-style-type: none">••
Business Planning (medium term view = 2-3 years) <ul style="list-style-type: none">•••
Operational Planning (shorter term view = 1 year) <ul style="list-style-type: none">••••

Situational Analysis

The situational analysis or “environmental scanning” part of the plan is designed to help identify your strengths and challenges. The idea is to analyse, understand and define current and future environments that the organisation will be operating within.

There are a number of analytic tools to help articulate this but essentially, you’re trying to gain intelligence on the external environment and your capability to thrive within that environment.

SWOT Analysis

Analysis of Strengths, Weaknesses, Opportunities and Threats reflecting the current position of the school providing a critical review of the internal factors which affect our position and the external factors which offer opportunities and threats to our development.

Strengths	Weaknesses
<ul style="list-style-type: none">•••	<ul style="list-style-type: none">•••
Opportunities	Threats
<ul style="list-style-type: none">•••	<ul style="list-style-type: none">•••

Implications

A co-ordinated approach – the strategy will encourage a focused approach to whole school fundraising ensuring appropriate resources (time, effort, people) are allocated as necessary to maximise success. The strategy should feed into and be part of school development plans.

What have we learned from our SWOT analysis?

- 1.
- 2.
- 3.

Areas of expertise (staff, experiences, Governor skills?)

Potential advocates, supporters and ambassadors

Where can you go to build your case? Who would be willing to endorse your project(s)?

Key Components of a Project Funding Plan

School Name: _____

Project Title

Describe the project and how you would use the funding

What? (What is the project, describe what you intend to do)

Where? (Where is the project located or where does the event take place?)

When? (When are you hoping to start the project/event and what is the end date?)

How? (How are you going to make this happen? How do you intend to deliver this initiative?)

Why is the project needed? What is the evidence of need?

How do you know this project is needed? What research have you done to prove this?

Who have you consulted and what have they told you?

What would happen if you don't embark upon this project?

What are the anticipated outcomes?

What difference(s) are you expecting the project to make? What impact will the project have? Consider our community and pupils.

How will you measure success? What does a successful project look like, is success measurable by both qualitative and quantitative means?

What are the key milestones? Indicate key dates and what should happen within these timeframes. How does the timing of this project support your other school development priorities?

How sustainable is this project? What costs are associated with running/maintenance of this initiative, once the initial funding has been secured?

How will you publicise your project? How do you intend to celebrate success?

How will you attract participation? How do you plan to celebrate success and acknowledge supporters?