Professional Digital Fundraising Workbook

For organizations running campaigns for a cause

FUNDRAISER HUB by **connectionpoint**

fundrazr

petfundr

Organization profile outline

Write some key points about your organization for the profile.

Welcome/Hello	
Who are you and where are you located?	
Mission statement/Guiding values	
Who does your organization support (i.e. who are the beneficiaries of the funds you raise) and how do you support them?	
What actions do you take	
What else would you like your supporters to know?	

Descriptive contribution amounts

Descriptive amounts are great tools for showcasing your units of impact, which help communicate the emotional impact of a campaign story. Describe actual physical items, experiences, or the impact of the contribution on the beneficiary. Time to get creative! These do not have to apply to a donation form layout, use these amounts in any campaign you run!

Average contribution: _____

Amount	Description
Example: $25	*Example: A one-hour walk for a shelter dog*

Peer-to-peer campaign planning

If your organization was to host a peer-to-peer fundraising event, what might it look like?

Event date/season	
Live, virtual, or hybrid event?	
What is your date to open recruitment for fundraising?	
What will the event be?	
Overall campaign goal	
Will you allow individuals, teams, or both to participate?	
What will the team member goal be?	
Registration fee?	

Do-it-yourself (DIY) campaign ideas

Brainstorm suggestions for fundraisers here. We'll help you get started:

- Birthday fundraiser

- Craft/bake sale

- Holiday fundraisers

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Microproject™ campaign planning

Microprojects™ take large monetary goals and break them down into smaller, more easily obtainable goals while protecting the story's integrity. Plan your organization's potential microproject here:

Campaign	Title	Goal	Unique story point	Date to launch
Main campaign				
Sub-campaign #1				
Sub-campaign #2				
Sub-campaign #3				
Sub-campaign #4				

*There is no limit to sub-campaigns, add more if needed!

Live event planning

Have you thought about a live fundraising event, but were afraid a lack of turnout would put you too far in the red? How about crowdfunding your tickets? Tickets are a reward item - Create an All or nothing campaign with tickets as the reward and use that assurance that you will have the attendance you need to go ahead. Most venues require pricing for certain amounts of guests, so use this table to budget for your event and plan out ticket costs/attendee numbers needed and alter as needed.

# of guests	Venue cost	Snacks/ Catering	Materials/ Gifts	Audio/ Video rentals	Seating rentals	Misc.	TOTALS
10-15							
16-24							
25-34							
35+							