

HOW TO CREATE A FUNDABLE PLAN



HOW TO FUNDRAISE LIKE A
ROCKSTAR SERIES

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WHERE STRATEGY MEETS FUNDRAISING

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A PLAN TURNS YOUR WHOLE ORGANISATION INTO A FUNDABLE, STRATEGIC PROJECT



- Few organisations have an overarching, multi-year activity plan. Instead, they focus on scoping out and fundraising for specific projects.
- This can result in under-resourced core activities, crucial to the organisation's success.
- If you write up a 3-to-5 year plan, your whole enterprise becomes a strategic project that a funder can invest in.

USING AN ACTIVITIES FRAMEWORK TO CREATE A PLAN



- An Activities Framework is a design tool to help you define and express in detail how you plan to achieve your objectives over a 3-to-5 year period.
- Filling in an Activity Framework forces you to create a logical, detailed plan, using funder language.
- Funders, particularly in research and development sectors, like detail and structure. It builds confidence and increases the likelihood of investment. Other donors may not require as much detail.

RECIPE FOR AN ACTIVITY FRAMEWORK

AIM	The aim is the overall desired outcome of your overall programme, describing the change you want to create. At organisational level, your aim could be replaced by your vision and mission statements.		
Activity Areas	Activity	Outputs	Outcomes
Activity areas cluster your activities logically. These should relate to the mechanisms in your Theory of Change. For example, activity areas could include research; network building and communication; and capacity building.	Activities are actions which you will undertake over a period, leading to specific outputs and outcomes. They will include a verb, for example: Develop an incubator programme for small, youth-run businesses.	Outputs are the measurable results of your work, or 'indicators of success'. For example, your activities may result in training materials, peer reviewed papers, or trained stakeholders.	Outcomes are the positive changes to the <i>status quo</i> , brought about by your work. For example, your interventions might strengthen the capacity of youth in a particular community to successfully run small businesses.

STRENGTHEN YOUR FRAMEWORK BY ASKING QUESTIONS



- Specifically which stakeholders do you need to collaborate with or influence to get the results you want?
- What are the best ways of communicating your research findings or recommendations to different stakeholders?
- Do your partners have fresh ideas for activities that take your project beyond ‘business as usual’?
- Are you piloting an approach that could be replicated in other contexts?

**WE ARE HERE TO SUPPORT YOU ON YOUR
FUNDRAISING JOURNEY!**

REACH OUT, CONNECT AND FOLLOW.



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