

# HOW TO FUNDRAISE LIKE A ROCKSTAR



10 STEPS TO SUCCESS AND SUSTAINABILITY



## 1 CLEAR PURPOSE

Craft inspiring and impact-oriented vision and mission statements that resonate with your team and funders.



## 2 THEORY OF CHANGE

Map out and describe how your strategy will address key challenges and help to achieve your vision.

## 3 OVERALL PLAN

Go beyond project thinking and take an eagle-eye view of your organisational activities.



## 4 FUNDRAISING TARGETS

Determine the amount of funding you need to achieve your goals in the short, medium and long term.



## 5 FUNDING LANDSCAPE MAP

Identify all potential funding sources and revenue streams from various sectors

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## 6 5-YEAR STRATEGY

Compile all your strategic thinking into a simple document, accessible to your whole team.



## 7 STRATEGIC COMMUNICATIONS

Craft a straightforward website and develop investment briefs for specific projects as strategic communication tools.

## 8 CENTRALIZED SYSTEM

Agree on a fundraising point-person and host regular development meetings to identify funding opportunities. Track all approaches and proposals.



## 9 TEAM INVOLVEMENT

Share fundraising responsibilities across the team to foster a collaborative approach.



## 10 FUNDRAISING MINDSET

Invest time in becoming a successful fundraiser to influence the strategic direction of your organization, and supercharge your career.