



Fundraising Strategies Toolkit

This Toolkit will walk you through the key concepts necessary to develop an effective fundraising plan. It is divided into two sections: **Fundraising Strategies** and **Guide to Developing a Fundraising Plan**. It also includes Appendices* which contain templates to help put your fundraising strategies and plans together.



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A Research Template for Prospective Funders is also available separately



Fundraising Strategies

This section of the Fundraising Toolkit will walk you through the key concepts necessary to develop an effective fundraising plan. There are no magic answers or perfect formulas, but there are strategies that can help you determine what could work best for your organization. This section outlines a few important concepts and strategies that ConnectHomeUSA communities should consider:

A. Key Steps to Fundraising Success

1. Needs Assessment for Understanding Your Funding Needs
2. Creating a Program Budget and Fundraising Budget
3. Researching Potential Funding Sources
4. Developing Your Fundraising Plan
5. Implementing Your Fundraising Plan

B. Strategies for Communicating with Potential Funders

1. Outreach Methods
2. Communicating about Your Organization and Program Mission
3. Expanding the Funder Network



A. Key Steps to Fundraising Success

Though each community may approach the fundraising process in a slightly different way, there are several key steps to consider which will focus your work and help you be successful. Although the steps can occur in the order shown here, you may modify the order of the steps to fit where you may already be in the process. The steps outlined here include:

1. Needs Assessment: Understanding Your Funding Needs
2. Create a Program Budget and a Fundraising Budget
3. Research Potential Funding Sources
4. Develop Your Fundraising Plan
5. Implement Your Fundraising Plan

Sample Fundraising Needs

STAFFING

EQUIPMENT

CONNECTIVITY

TRAINING

SPACE

OTHER



STEP 1:

Needs Assessment: Understanding Your Funding Needs

Before embarking on a fundraising campaign, it is important to know what your program goals are and identify what your funding needs are to meet those goals. This will help you target your research and identify the steps necessary to achieve your fundraising goal. Understanding your funding needs should be one of the first steps that new ConnectHomeUSA communities undertake as they begin to build their programs. Securing funding early will build a strong foundation for a successful and sustainable program.

A **needs assessment** will help you understand your funding needs and later, make an informed case to funders. You can use the **Fundraising Plan Template** located in Appendix I to begin to log your available resources and any gaps.

i. Developing Your Needs Assessment

There are two key questions that a needs assessment will help you answer:

1. What resources do you already have available that can be committed to your ConnectHomeUSA program?
2. What resources do you need?

Breaking down your program into the following key categories will simplify the process of identifying your needs:

1. Staffing

- a. Do you have dedicated ConnectHomeUSA staff? How are they funded?
- b. Will you need more resources to cover staff time or additional staff?

2. Equipment/Software

- a. Do you have the proper equipment to get your ConnectHomeUSA program off the ground? What equipment do you think would be helpful?
- b. What device needs do you anticipate for your residents? Will you cover any of the costs?

3. Connectivity

- a. What type of connectivity will you be offering your residents? Are you planning to cover all of the costs, some of the costs, or will the residents be expected to cover the entire in-unit connectivity cost?

4. Training

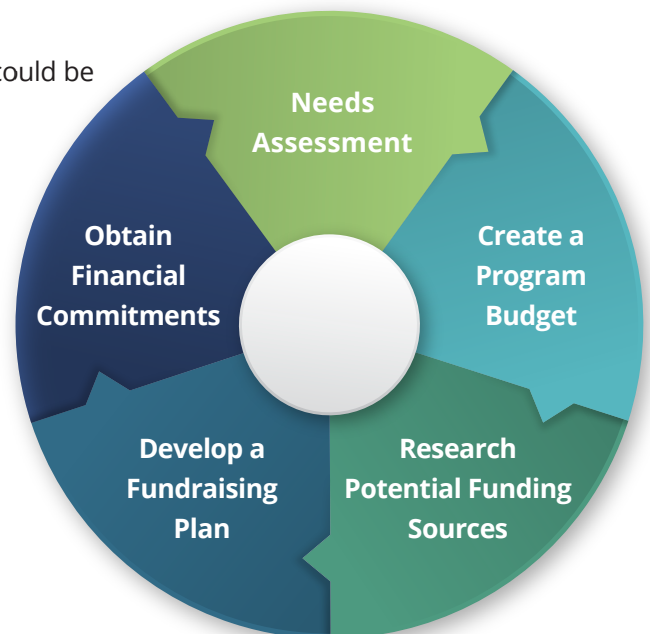
- c. Does your staff need training to implement your ConnectHomeUSA program?
- d. Will your organization deliver digital literacy training, or do you have a partner who will manage this? If so, are there any costs that you must contribute?
- e. What software or hardware do you need to be able to provide training to residents? What are the costs?

5. Space

- a. Do you have space that can be adapted for ConnectHomeUSA purposes? If so, are there any costs associated with adapting it or maintaining it? Space could be used for:
 - iii. Computer labs and digital literacy training
 - iv. ConnectHomeUSA office space for staff
 - v. Training space for use by program partners
 - vi. Other digital inclusion activities/events

6. Other

- a. What other resources does your PHA/tribe have that could be used or leveraged for ConnectHomeUSA?
- b. Has your organization engaged in fundraising efforts before, are there resources that can be adapted to meet the needs of a ConnectHomeUSA program?
- c. Does your city have a digital inclusion initiative or office? Do not reinvent the wheel, see what resources are available locally.
- d. Consider consulting your partners to see what resources or advice they may have or whether they would be willing to work with you to craft a joint funding proposal.
- e. What other needs will your program have (e.g. travel; outreach and marketing; fundraising activities).



After completing this analysis, you will know where you have gaps that need to be filled. This will guide the development of both your program budget and fundraising plan.

ii. Importance of Data

Funders make grants to meet their objectives. By providing recent and accurate data about your needs and accomplishments, you will help funders clearly understand how their support of your ConnectHomeUSA activities will not just help you but importantly, help meet their funding objectives.

Examples of data that is of interest to funders includes:

- 1. Extent of the need:**
 - a. Number of residents unconnected
 - b. Number of residents without access to a device at home
 - c. Number of residents in need of basic digital literacy training
- 2. Demographic information such as families with children, elderly/disabled, family income**
- 3. Results from resident surveys**
- 4. Data showcasing successes you've helped realize (i.e. number of new connections, devices, people trained, etc.)**



Outcomes and Evaluation

Funders usually expect organizations they support to track program outcomes. For this reason, it is important to have a system for tracking outputs and outcomes. Consistently tracking program data and outcomes will facilitate a smooth reporting process and satisfy funders. Tracking will also guide program implementation and inform whether any future adjustments are necessary to make your program more effective.

Common goals ConnectHomeUSA communities may track, and related outcomes:

1. Number of residents connected each quarter
2. Number of residents acquiring a device each quarter
3. Number of residents participating in a digital literacy training each quarter
4. Information about program evaluation efforts
5. Resident success story or testimonial



STEP 2:

Create a Program Budget and Fundraising Budget

Based on the needs assessment completed in Step 1, you should be able to clearly see what resources you possess and the extent of your needs.

- g. Program Budget.** The program budget is the amount of funding you will need to implement your ConnectHomeUSA program. If you are planning your budget for the year ahead, determine which ConnectHomeUSA programs and activities need funding for the upcoming year and determine their costs. After accounting for the sources of funding you already have, the gap remaining should be your fundraising goal.
- h. Fundraising Budget.** Fundraising itself costs money and it is important to budget for how much your fundraising activities will cost and include this in your overall budget.

Part II Guide to Developing a Fundraising Plan will walk you through possible sources of funds. **Part II** also includes three templates:

- *Fundraising Plan Template* – this will allow you to capture resources you already have and those you need all in one place. This will help you determine your program budget and what your fundraising goal should be;
- *Fundraising Strategies Template* – this will allow you to select the outreach strategies you want to use to connect with potential funders; and
- *Budget Template for Fundraising Activities* – once you have decided on your outreach strategies, use this template to assign staff, estimate costs related to your fundraising activities and potential revenue.



Tip: Your program budget and fundraising budget should reflect the goals developed as a part of your ConnectHomeUSA Action Plan – see the Action Plan Toolkit Checklist for more details on setting concrete goals for connectivity, devices, and training.



Tip: Be realistic when estimating costs for your program. And do not forget to allocate a portion of your budget for fundraising activities. Use the templates described above to help you!



STEP 3:

Research Prospective Funders

Once you have identified your needs, it is time to begin researching prospective funders. There are several sources of funds that ConnectHomeUSA communities should consider for supporting their programs:

- Public Housing Authority (PHA) funds
- Other HUD/Federal funds
- State and local funds
- Philanthropic organizations (including community foundations)
- Charitable donors

See Step 1 “Identifying Potential Sources of Funds” located in Part II: “Guide to Developing a Fundraising Plan” of this Toolkit below. Use the companion Research Template for Prospective Funders (an Excel template) to track your research. The template includes the following information that should be collected about potential funders:

- Funder or organization name
- Funding scope (national, state, local)
- Type of funder (federal, state, philanthropic)
- Program areas funded
- Contact information
- Average awards
- Type of award
- Funding restrictions
- Application process
- Application deadline
- Related ConnectHomeUSA activities



STEP 4: Developing Your Fundraising Plan

Once you have calculated your fundraising **goals**, researched and selected the funders you'd like to contact, it's time to begin developing your fundraising **plan** – the steps you will implement to fundraise! This step consists of three parts:

- i. Identifying your outreach strategies (more on this in section B below);
- j. Create a timeline for implementation; and
- k. Estimate the funds and other resources (e.g. staff) you will need for your fundraising activities.



STEP 5: Implementing Your Fundraising Strategy

Once you have identified prospective funders and have outlined a concrete timeline for implementing your fundraising plan, engaging funders is the next step. The sections below outline various strategies for engaging and fostering relationships with funders.

B. Strategies to Connect with Potential Funders

Creating a strong outreach and communications plan should be part of your funder engagement strategy. You may want to refer to the **Media Guide and Toolkit** for additional ideas and tools.

1. Outreach Methods

Funders do not select grant recipients at random, they give to organizations with a shared vision and whose programs match their funding priorities. It is important to tailor your message to each individual funder. If you have not already, use the *Research Template for Prospective Funders* to catalog the funding programs and interest areas of potential funders. Funders have different preferences for how they accept solicitations, so incorporating a variety of outreach methods in your communications strategy is key. Below, we highlight a few outreach methods.

(i) Using your network should be the first step. The relationships you already have can help you build new ones. Funders prefer to give to organizations they know and trust – an introduction from a trusted intermediary from your network can help you get in the door.

Think about the organizations in your network and these questions to help guide you:

- Who do you know there?
- What programs do they work on that may have sponsors or partners that may be interested in supporting your ConnectHomeUSA program?
- Which organizations do they partner with? Do some research to find out.

Ask if your contact(s) would be willing to connect you to their partners or funders. Share your ConnectHomeUSA goals, ask if they know of organizations (local or national) that may be interested in learning more, or even funding some of your work.

(ii) Inviting potential funders and partners to ConnectHomeUSA events can help them learn about your program and generate interest. It is also another way of relationship building, which is key to a successful long-term funding strategy.

- *Your ConnectHomeUSA Convening.* Your convening will probably be the first event to which you can invite potential funders or partners. The convening is a great way to get potential funders involved from the outset by showcasing exactly what your goals are for your ConnectHomeUSA program and to solicit their input.
- *Other PHA or ConnectHomeUSA Events.* Also consider hosting subsequent events, such as graduations or enrollment events. Use these as an opportunity to showcase your work, thank existing partners and invite potential funders. You can also host special fundraising events. Make sure to tap into your network and any new partners to expand your invite list.
- *Other Community Events.* What other larger community events are taking place that potential funders are likely to attend? Getting out into the community is the best way to build recognition, connect with potential funders, and build your network!

Board Involvement in Fundraising

Nonprofits often work together with board members on fundraising initiatives. If your PHA has a nonprofit affiliate, investigate ways that you can get the board involved in fundraising towards your mission and goals!

(iii) Proposals are one of the most common ways funders accept requests for funding. Create a generic fundraising proposal that can be adapted to meet the specifications of different funders. To put together a successful fundraising proposal make sure to:



1. **Research.** Identify the funder's priorities and how they align with your ConnectHomeUSA program. Also, make sure to follow the funder's precise instructions for proposal submission.
2. **Tailor Your Proposal.** Once you have identified the funder's priorities, develop a unique proposal that aligns your program with the mission and goals of the funder. Articulate this alignment in the various components of the proposal (e.g. cover letter, introduction, body of proposal, and conclusion). Each funder will have different proposal requirements so make sure that your proposal follows the guidelines. There are three common types of proposals:
 - a. **Letters of inquiry** are introductory summary documents that outline your project for funders. If the letter piques the interest of a funder, they will follow-up with a request for a more thorough proposal.
 - b. **Letter proposals** are lengthier proposals that are typically around five pages. They include a project description, organizational information, project outline, project objectives, and evaluation methods.
 - c. **Long proposals** are the most common proposal type. They will typically include a request for more in-depth organizational information, a detailed project description, including an explanation of needs and anticipated outcomes. They often include appendices and cover letters as well.
3. **Communicate Ideas Simply.** Ensure that your proposal is clearly and concisely written. How you shape your ideas is key to getting your message across to your funders. Your readers should not have to work hard to understand your plan and proposal.
4. **Establish Credibility.** Appropriately acknowledge successes of your program using data that you have available. Highlighting your work with other partners and funders will demonstrate that your organization can implement the proposal.
5. **Outline Capacity.** It is important to include a plan for how you will implement the proposed project and how the additional funds will facilitate this. Describe how you will achieve your project objectives and who on your team will be responsible for carrying out your project.
6. **Include a Budget.** For letter proposals and long proposals, include a detailed budget of expenses. If possible, you should also include here other sources of funds that you have already secured.

(iv) Email marketing is a powerful tool in fundraising. Use this method to communicate with organizations that could be interested in learning more and contributing to your ConnectHomeUSA program. Maintain contact lists from events you have hosted, like your initial convening, and other sources (e.g. your Resident Services department may have a list of organizations they communicate with on a regular basis) to generate a list of good contacts. Keep them involved in program updates so that they are up-to-date with current activities and any progress you are making. Email marketing can also be used as a fundraising tool to promote the following strategies:

- *Online fundraising:* soliciting smaller donations from potential donors.
- *Crowdfunding campaigns:* funding a project or venture with small donations from many people, usually focused on a specific project or program.
- *Giving Days* (i.e. Giving Tuesday): A recurring campaign that encourages potential donors to give on a specific day of the week.
- *Recurring monthly donations:* Through email you can set up reminders for recurring donors to donate each month.

Donors are more likely to give to your organization if they see evidence of the work that you are doing. Similar to calls, emails are most impactful for individual charitable donors.

(v) Direct Mail is most useful when it is combined with other fundraising strategies. It is separated into two categories:

1. **Housefile Mail** is sent to donors who have given to your organization before and whose support you would like to have again.
2. **Prospecting Mail** is cold outreach sent to potential new donors or donors who have not given in a long time.

Similar to other fundraising strategies, you will want to use your direct mail campaign to tell potential donors the story of your program.

(vi) Calling potential donors can also be part of your strategy particularly when engaging charitable donors. Tips for calling potential donors include:

1. **Do not work off a script.** Use talking points instead, you don't want to sound robotic.
2. **Start by introducing yourself and your organization.** Make it personal!
3. **Ask if it is a good time to talk.** Ensure that they have the time to speak with you.
4. **Be specific about your ask.** If you are calling a philanthropic donor, ask for a meeting; if you are calling an individual charitable donor ask if they are willing to contribute.



Tip: *Telling your story from a resident's perspective can be a powerful way to get your message across. Remember to keep your message succinct, junk mail is common and if you want potential donors to keep opening your mail you must get to the point fast.*

2. Communicating About Your Organization and Program Mission

It is a good idea to develop communications materials such as talking points, PowerPoint presentations, and even a fact sheet that can be adapted to the various outreach methods outlined above. Having these readily available can help you and your organization's leadership be ready for new opportunities to network or connect with potential funders.

Your materials should cover the following:

- A summary of your program and goals;
- Who you're serving (with demographic data and numbers, if possible);
- Accomplishments to date;
- An anecdote or two from residents who have benefited from your program with a photo;
- Partners you may be working with; and
- Any other information unique to your community that would be of interest to a potential funder or partner.



Tip: Make sure to check out the **Media Guide and Toolkit** for ideas about engaging with media to promote your ConnectHomeUSA program.

3. Expanding the Funder Network

Building in time to develop relationships with funders is important to managing your ConnectHomeUSA program effectively and can ensure continued growth and success. Fostering existing relationships and engaging in funder stewardship are two key strategies for expanding your funder network.

i. Fostering Existing Relationships

Building strong long-term relationships with current funders is not only a good practice but could eventually lead to exposure to a larger network of funders. Ongoing communication to keep the funder or partner informed about how their work is contributing to your program is always a good idea, but there are other ways to grow your relationship with funders/partners:

- A personal call from your Executive Director to the funder to thank them for their contribution;
- Letters of appreciation to the funder from your Executive Director;
- Highlights on your web page or social media;
- Recognizing the organization in press releases;
- Articles in your agency newsletters;
- A spotlight at an in-person or virtual event; and
- Recognition at a PHA board meeting or another high-level event.

ii. Funder Stewardship

The second method for expanding your funder base is referred to as “funder stewardship.” Here, the goal is not only to retain your donors, but to encourage them to upgrade their support and/or refer other donors to your organization.

Key stewardship techniques include:

- Set aside time on a monthly basis for making thank you calls;
- Invite donors to participate in ConnectHomeUSA activities;
- Hold a special event to honor all donors;
- Send handwritten cards on important dates;
- Develop and send reports on how the gift/donation is being put to use and the impact it’s having;
- Encourage larger donations on a more consistent basis;
- Provide regular updates to funders about progress and areas of need so they are aware of additional contribution opportunities; and
- Finally, develop a plan to maintain stewardship practices.

*If you have not already, get to know your local community foundation. See the **Fundraising Sources to Consider** document in this toolkit for additional information.*

(a.) Create a Stewardship Matrix

If you will be engaging in funder stewardship, you may wish to create a matrix such as the one below to help you track your engagement. Be sure to coordinate the donor stewardship strategy with the overall ConnectHomeUSA communications strategy (see the Communications Plan Template in the Media Kit for tips).

	Communication Method	Timeline	Federal Funds	State/Local Funds	Philanthropic Donors	Charitable Donors
Acknowledgement <i>Thank your donors upon receipt of gift.</i>	Ex: thank you email	Within 48 hours	✓	✓	✓	
Recognition <i>Express appreciation to donors.</i>						
Reporting <i>Communicating results back to donors.</i>						
Cultivation <i>Motivating donors for ongoing or increased giving.</i>						



Part II: Guide to Developing a Fundraising Plan

A **Fundraising Plan** is a document that organizes and outlines fundraising activities over a certain period of time. The main components of a successful fundraising plan are:

Step 1: Identifying Potential Sources of Funds

Step 2: Setting a Fundraising Goal

Step 3: Selecting Fundraising Strategies

Step 4: Creating a Fundraising Budget

Communities should use the *Fundraising Plan Template* in this document to begin developing a Fundraising Plan and then develop a timeline associated with the plan. Consider adapting the *Action Plan Timeline* template for use here!

STEP 1: Identify Potential Sources of Funds

This section covers different funding sources that PHAs can access for ConnectHomeUSA. When creating a Fundraising Plan, you should consider all these sources and then decide which you will pursue to support your ConnectHomeUSA program:

- Public Housing Authority (PHA) funds;
- Other federal funds;
- State and local funds;
- Philanthropic funding, including from both corporate and community philanthropic organizations which are typically focused on longer term investments supporting social change; and
- Charitable donors which typically fund short-term projects or events.

A. PHA Sources of Funds

Public Housing Capital and Operating Funds can be used to support ConnectHomeUSA-related work. The list below covers eligible uses of both funds:

Eligible Uses of Capital Funds:

- o **Neighborhood Networks Computer Centers or Shared/Common Spaces:**
 - Building updates to support broadband Internet and Wi-Fi;
 - Purchase and installation of related equipment;
 - Programs to improve the empowerment/economic self-sufficiency of public housing residents, tenant accommodations and training to operate equipment;
 - Uses for the establishment and initial operation of Neighborhood Networks computer center(s) or shared/common computer center(s) to include purchase of computers and computer equipment;
 - Equipment upgrades;
 - Space renovations;
 - Computer Internet connection and utilities;
 - Digital literacy training costs and related training;
 - Insurance; and
 - Staff salaries.
- o **Uses for Individual Units:**
 - Installation of, or upgrades to broadband infrastructure and hardware equipment such as modems, switches, or Wi-Fi extenders;
 - Equipment that would allow for the establishment of Wi-Fi (or mesh) networks/or upgrades to such equipment;
 - Wiring of individual units;
 - Installation of special directional antennae to extend wireless Internet connectivity from PHA management offices to PHA properties, to enable households to make use of the office wireless signal for free connectivity;
 - Installation of satellite/cellular receivers to connect properties to wireless broadband; and
 - Router, hotspots (with specific requirements) and modems for individual units (but not Internet service).

Eligible Uses of Operating Funds:

o Neighborhood Networks Computer Centers or Shared/Common Spaces:

Operating funds can be used to support established Neighborhood Networks computer centers or other shared/common computer center spaces, to include:

- Ongoing Internet connection fees and utilities;
- Computers and computer equipment (as upkeep/maintenance);
- Staff salary;
- Insurance;
- Other activities related to operating the computer center (e.g., training programs); and
- Network maintenance and security expenses.

o Uses for Individual Units:

The Operating Fund may be used for the following, but not any entertainment services:

- Internet computer service for residential units and common areas;
- Ongoing maintenance of PHA-purchased broadband equipment and wiring;
- Ongoing maintenance of PHA-purchased Wi-Fi/mesh network equipment;
- Ongoing maintenance of PHA-purchased satellite/cellular receivers;
- Related staff expenses; and
- Ongoing maintenance of PHA-purchased in-unit routers, hotspots, and modems (as limited above).



Note: The statute and regulations allow PHAs to use a percentage of annual Capital Fund Program grants for activities that are eligible under the Operating Fund (BLI 1406 Activities)

For a more detailed description of eligible expenses please see this HUD guidance: [PIH Use of Public Housing Funding to Support Internet Connectivity for Residents](#).

B. Other PHA sources of funding to examine

Section 3

- o Explore whether there is an opportunity to incorporate Section 3 requirements into your CHUSA program.

Resident Council Funds

- o Resident Councils can also use the funding they receive for the same Internet connectivity expenses mentioned above under the Capital Fund and Operating Fund eligible uses. See 24 CFR 990.190(e) and 24 CFR 964.

Does your PHA have a non-profit instrumentality or affiliate?

- o Many ConnectHomeUSA communities have used their nonprofit affiliates to support their ConnectHomeUSA efforts by providing funding for such things as devices and connectivity.
 - See the *Case Study on the Housing Authority of the City of Austin* included in the *Best Practices Guide: Resident Engagement* for more information.

C. Other Federal Funds

The federal government has many established grant programs that provide funding for a range of broadband-related activities. While PHAs or other housing organizations may not be directly eligible for some of the programs, they should check out the [BroadbandUSA Federal funding database](#) for a deeper dive into funding programs and how your program may benefit from or partner with organizations funded by grants from the following agencies*:

- Federal Communications Commission
- Institute of Museum and Library Services
- National Science Foundation
- U.S. Department of Agriculture
- U.S. Department of Commerce
- U.S. Department of Education
- U.S. Department of Labor
- U.S. Department of Treasury
- U.S. Department of Housing and Urban Development

* More funding for broadband will become available under the Infrastructure Investment and Jobs Act. Additional guidance will be provided in a separate document related to this funding.

D. State and Local Funds

More and more, states and cities are establishing funds to build broadband infrastructure, provide digital literacy training, and support other initiatives to narrow the digital divide.

To get started, look up whether your state is participating in the **State Broadband Leaders Network**. The National Telecommunications and Information Administration's (NTIA) BroadbandUSA program convenes and facilitates the [State Broadband Leaders Network \(SBLN\)](#), a diverse community of state-level practitioners, including governors' offices, who work on state broadband initiatives. SBLN participants share priorities and best practices and discuss emerging telecommunications policy issues. To learn more, take a look at the State Broadband Leaders Network Fact Sheet and check out [this map](#) to contact your state's participating representative.



Tip: *Your local workforce development and adult education funds may be a source for expanded digital literacy training.*



Tip: *Don't forget about local community foundations. They typically focus their giving in their local area and are easier to engage than a foundation with a broader geographic focus.*

E. Philanthropic Organizations

Philanthropic organizations or foundations are required to make donations as a condition of their tax-exempt status. Foundations can be created by corporations, individuals, or families and their activities typically follow the interests of their founders. There are a variety of services that can help you research foundations that may be interested in funding your work. We highlight a few below (most require a fee):

Resources to research available grants and funds from foundations:

Candid (formerly The Foundation Center and GuideStar)

- o Provides a subscription-based searchable online grant database, as well as the ability to search for nonprofit organizations across the country. Limited searches are available at no cost.

Chronicle of Philanthropy

- o News tailored to nonprofit and [foundation](#) professionals. Offers subscription to GrantStation, an online database of private and government funds.

Instrumental

- o Subscription-based automated grant assistant that aims to save time and broadens funding sources with an intuitive online platform. Once you set up your projects, they do the legwork to match them with the most relevant public and private grants.

Benevity

- o Benevity offers subscription-based access to workplace giving, matching, volunteering, corporate granting, customer engagement and more — all in one place!

F. A Note About Corporate Philanthropy

Corporations make philanthropic gifts both directly and through foundations they may have established as separate entities. In addition to grants, corporate philanthropy can provide:

- Sponsorships;
- In-kind donations; and
- Volunteers.

G. A Note About Charitable Donors

Charitable donors are usually local, smaller than foundations, and often give cash or property to support causes they care about. Charitable donors can be:

- Local businesses or business leaders;
- Volunteer organizations;
- Individual donors; and
- Past contributors.



Tip: Include information on your website about your ConnectHomeUSA program and instructions on how charitable donations can be made.

STEP 2: Set a Fundraising Goal

After reviewing potential sources of funds, you should begin the process of setting a fundraising goal. To set your goal, you will need to identify gaps in funding. To do this, determine which ConnectHomeUSA programs and activities need funding for the upcoming year and determine their costs. After accounting for ongoing sources of funding for these programs, the gap remaining should be the fundraising goal.

The **Fundraising Plan Template** below will help you outline which funds your organization is or will allocate to your ConnectHomeUSA program and funding gaps you will need to fill.

NOTE: This template can also be found in Appendix I of this document and can be adapted to fit your needs.

Fundraising Plan Template					
Activity	Available Capital Funds	Available Operating Funds	Other Available Funds	Total Amount Needed	Funding Needed (Gap)
Staffing					\$
Community Outreach					\$
Digital Literacy Training					\$
Device Distribution					\$
Connectivity					\$
Travel					\$
Marketing					\$
Fundraising costs					\$
Other					\$
Total					\$ Fundraising Goal

STEP 3: Select Fundraising Strategies

Once you have identified your fundraising goal, start thinking about which strategies you want to use to fundraise! **The Fundraising Strategies** Template below can help you get started. This template is also located in Appendix II and can be adapted for your use.

Fundraising Strategies Template		
Types of Fundraising Strategies	Y or N	Notes
Large fundraising event		
Networking		
Special Events		
Smaller online fundraising or crowdfunding campaigns		
Giving Days (i.e. Giving Tuesday)		
Recurring monthly donations		
Direct Mail		
Fundraising Calls		
Email Marketing		

STEP 4: Create a Fundraising Budget

Remember, your fundraising activities will have a cost associated to them, so it's important to budget for them too!

- Estimate how much each selected fundraising activity will cost and how much revenue it could generate.
- Ensure the time and staff needed to organize each activity is included in the cost.
- Explore how incoming funds can be leveraged.
- Communities should edit the Budget Template for Fundraising Activities below to match their desired Fundraising Strategies. You can find this template in Appendix III of this document.



Note: To map out a fundraising implementation timeline, you can adapt the *Action Plan Timeline* in the *Action Plan Toolkit*.

Budget Template for Fundraising Activities

Types of Fundraising Strategies	Organization and Planning Time (Weeks)	Organization Staff Time	Estimated Cost	Estimated Revenue	ConnectHomeUSA Benefit (e.g. Devices)
Large fundraising event					
Special Events					
Smaller online fundraising or crowdfunding campaigns					
Giving Days (i.e. Giving Tuesday)					
Recurring monthly donations					
Direct Mail					
Fundraising Calls					
Email Marketing					

Appendix I: Fundraising Plan Template for Printing

Fundraising Plan Template					
Activity	Available Capital Funds	Available Operating Funds	Other available Funds	Total Cost	Funding Needed (Gap)
Staffing					\$
Community Outreach					\$
Digital Literacy Training					\$
Device Distribution					\$
Connectivity					\$
Travel					\$
Marketing					\$
Fundraising costs					\$
Other					\$
Total					\$ Fundraising Goal

Appendix II: Fundraising Strategies Template for Printing

Fundraising Strategies Template		
Types of Fundraising Strategies	Y or N	Notes
Large fundraising event		
Networking		
Special Events		
Smaller online fundraising or crowdfunding campaigns		
Giving Days (i.e. Giving Tuesday)		
Recurring monthly donations		
Direct Mail		
Fundraising Calls		
Email Marketing		

Appendix III: Budget Template for Fundraising Activities for Printing

Budget Template for Fundraising Activities					
Types of Fundraising Strategies	Organization and Planning Time (Weeks)	Organization Staff Time	Estimated Cost	Estimated Revenue	ConnectHomeUSA Benefit (e.g. Devices)
Large fundraising event					
Special Events					
Smaller online fundraising or crowdfunding campaigns					
Giving Days (i.e. Giving Tuesday)					
Recurring monthly donations					
Direct Mail					
Fundraising Calls					
Email Marketing					



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