

# Construction Planning & Campaign Readiness Funding

## Estimate How Much You Need to Raise to Fund Initial Professional Fees

### Identify The Potential Supporters Who Want Your Impact to Expand

Begin your list with Board Members, former Board Members, and your top and most loyal donors.

### Create Your Gift Range Chart (Begin with the Board & Then Top Donors)

Amounts To Raise:	# Needed	Who to Ask (list twice as many donors as the number needed)	How to Cultivate, Share the Vision, and Then Ask
eg. \$50,000	2		eg. One-on-one Meeting & Video/Phone Calls
\$25,000	4		
\$10,000	6		
\$5,000	6		
\$2,500	4		

### Develop Your Message by Answering these Questions

What is the challenge your nonprofit is trying to solve with this expansion?

How will this expansion to begin to solve this challenge?

What concrete one-oriented story can you tell? Paint a picture of the “before” and “after” for the beneficiary. Avoid organization-centric stories.

State the “call to action” for funding this planning phase. (Don’t ask for a donation to pay for professional fees!)

### Plan Ways to Say Thank You & Keep the Donors Updated About Progress