



# Fundraising Strategy Worksheet

## #1 Set Your Goal, Theme, and Timeline

1. When do you plan to start and end your campaign? *Short is sweet—and timelines motivate people to give! Think 5 days to 2 weeks.*
2. What will the theme of your campaign be? *Think about a bike lane, trail, or other WABA win that is important to you and that you can tell a personal story about.*
3. How much will you try to raise? *(We recommend \$1000 - \$2500 for a 5-7 day campaign—it's easier than it sounds, we promise!)*
4. Are there amounts you can tell a story about to help incentivize people to give? *Examples: \$20 for the new 20th St NW Protected Bike Lane, \$50 for WABA's 50th Year, \$100 for the 100th mile of bike lane in DC, laid in May 2022!*

5. Is there an amount you can personally contribute to match for this campaign?  
*This can be a good way to incentivize others to give.*

## #2 Your Audience

1. Who are you targeting to raise money? (This matters because you'll approach your aunt who loves you but is indifferent to bicycling differently from a stranger who loves bicycling but is indifferent to you.
2. Why do you think they will donate to your campaign?
3. How do you need to frame your fundraising pitch to reach them?

## #2 Your Pitch

1. What's your hook? (Tailor this to your audience (*Grandma, you know how much I love biking...*))

2. What am I doing? (Fundraising is challenging, and there's a great reason you're doing it! Embrace it)
  
3. What's the ask? (You're asking for money; don't shy away from that fact).
  
4. Why am I asking? (This is where you tell them what WABA is worth to you, and why you think the mission of better bicycling is critical to building a healthy, livable Washington area. Prove to them that WABA is worth their money!)

### #3 Your Timeline to Success— Use this as a template to make your own!

Date	Action	Notes
7/25	<i>Complete fundraising strategy workshop</i>	
7/30	<i>Set up your GiveLively website</i>	
8/1	<i>Launch your campaign with an email blast</i>	
8/2	<i>Post on social media</i>	
8/3	<i>Second email to those who haven't given</i>	
...		
8/8	Reach your goal and thank your donors!	

