



Exercise #2

Fundraising Planning Form

1. What fundraising activity are you considering?
2. Why will this activity be a good fit for your organization?
3. Who are your likely donors/givers?
4. Begin with the end in mind. How much money do you plan to raise?
5. How much money will you need to get started?
6. Where will the money come from?
7. Who will help the library accomplish this goal?
8. How much manpower will you need for this activity to be successful?
9. When do you plan to begin this activity? What is your definition of success? When will the activity end?
10. Do First Things First. What is your first action that must be taken?