

# Creating a Fundraising Proposition

Use this worksheet to create your fundraising proposition, key messaging and a digital campaign that brings it all together. Make sure you're thinking about your audience and your product.

## 1. Objective

What is the problem and how will we solve it?

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Who is the target audience?

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What is your product?

- ☐ Cash giving
- ☐ Regular giving
- ☐ Lead Generation

## 2. Need

How can we show the need? Do we have statistics or evidence to help bring it to life? Note them down.

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Is the ask emotional or rational? Mark it on the scale.



## 3. Price Points

How can the supporter help right now - what items can they help pay for, or what action can they take?

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Can the item be scaled?

- ☐ Yes
- ☐ No



Scale your price point to match your audience and objective.

## 4. Tangibility

What case study will you use to bring your story to life for your campaign? Note down the basics.

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Do you have the right assets to tell their story?

- |   |  |
|---|--|
| <input type="checkbox"/> Images         | <input type="checkbox"/> Direct quotes   |
| <input type="checkbox"/> Video / B-roll | <input type="checkbox"/> Additional info |
| <input type="checkbox"/> Shopping list  |  |

### Notes

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## 5. Bring it all together

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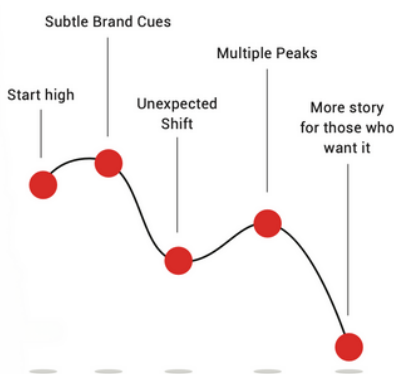
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Headline

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Always use the Emerging Story Arc, starting with the most attention-grabbing information.