

# Multichannel Fundraising and Communication | ELEMENTS OF YOUR PLAN

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## Driven by Program

- Don't lose sight – Fundraising and Communication serves Program
- Always go back to your organizational vision, mission, values, purpose

## Goals & Objectives

- **Goal** = aspiration –overarching principle that guides decision making
- **Objectives** = specific, measurable steps that can be taken to meet the goal | SMARTER

## Budget and Benchmarks

- Maintaining a budget ensures you spend what's needed to succeed
- Benchmarks are a way to measure success and to assess how you do from year to year, campaign to campaign

## Targeted Audience

- Trying to reach “everyone” is aiming for no one. Understand your audience

## Action Team

- Who will be involved? Is it just the Development team?

## Use Stories

- Stories bring data, facts and analysis to life. Stories are interactive and engaging

## Use Visuals

- Visuals help stories come to life. It can be photos, videos, infographics, graphics, etc.

## Frame Your Message and Create the Action

- Stay consistent throughout your channels
- What do you want to achieve from conveying these messages

## Figure out your channel

- Pick channels your audience already use

## Evaluate

- Compare your results to your benchmarks and also the benchmark reports
- Develop a list of “lessons learned,” things to keep and to improve

## Celebrate

- Saying thank you and acknowledging your team's work keeps people motivated and excited for the next thing