

Fundraising Communications Plan

Build a plan that flows from your Case for Support and drives engagement, giving, and champion development.

Step 1: Define the Purpose of This Plan

What season or initiative is this communications plan for?

Examples: Fall appeal, end-of-year giving, new program launch, spring event

Step 2: Set Clear Fundraising Goals

What do you hope to accomplish through this communication effort?

- Amount to raise
- Number of new donors
- Number of recurring givers
- Specific champion actions (volunteer, advocate, etc.)

Example: Raise \$50,000 from 150 donors to launch 3 new mentoring cohorts. Recruit 20 new monthly givers.

Step 3: Identify Your Target Audience(s)

Who are you communicating with?

(List primary segments and what each group most needs to hear or feel to act.)

Audience Segment	What They Need to Hear or Understand
Monthly Donors	You're making a long-term difference—thank you!
Lapsed Donors	Your support is still needed—help us finish strong.
Event Attendees (last 6 mo.)	Your presence shows you care—here's your next step.
Church Partners	You're equipping us to disciple teens—join the giving team.

Step 4: Clarify Your Core Message

Start with your Case for Support. Then distill your key theme or message for this campaign.

Example: "Your gift helps teens find their identity, stability, and future in Christ."

Step 5: Choose Your Communication Channels

Where will you communicate your message?

Example: Email newsletter, Instagram, Giving Tuesday postcard, end-of-year print letter, text reminder, landing page.

Step 6: Plan Message Layering

Use your **Messaging Layering Template** first, then apply it here.

Format/Channel	Message Variation Example
Email newsletter	Story of a teen + call to give before Dec 31
Social Post	“\$50 helps one teen find a mentor. Let’s do this!”
Event Script	“You’re not just giving—you’re changing someone’s story.”
Postcard	Front: “Be Their Turning Point.” Back: mission + giving info
Internal Comms	Weekly staff update: campaign progress and champion wins

Step 7: Create a Communication Timeline

Date/Week	Message/Channel
Nov 15	Launch email + landing page
Nov 22	Social countdown: “Why I Give” video series
Nov 28	Giving Tuesday postcard + email + social
Dec 10	Testimonial email from a teen
Dec 31	Final “Let’s Finish Strong” appeal

Step 8: Define Calls to Action (CTAs)

Message/Channel	Message/Channel
Postcard	Scan QR code to give by Giving Tuesday
Email 1	Click to give monthly
Social Post	Tag a friend who might support this cause
Staff Script	Ask: “Would you consider sponsoring a teen this Christmas?”

Step 9: Establish Metrics for Success

Example: Raise \$50K total. 25 new donors. 20 monthly commitments. 30% email open rate. 1000+ views on video testimonial.

Step 10: Assign Responsibilities

Task / Deliverable	Who's Responsible?	Due Date
Write campaign emails	Sarah (Comms Director)	Nov 10
Design postcard	Bo (Designer)	Nov 5
Prepare landing page	Jason (Dev)	Nov 12
Print and mail letters	Cathy (Admin)	Nov 18