

Fundraising for Archives

Handout 5.01: Exercise - Are you campaign ready?

Take 10 minutes to quickly rate where you are now and consider what your next steps might be – don't worry if you haven't even started! The point is to help you consider what groundwork to do.

Campaign requirement	Self-rating out of 5 – where 1 = non-existent and 5 = in place	What work is required for this area to score a 5?
Vision for project		
Case for Support		
Summary of specific needs		
Summary of specific solution		
Summary of benefits your campaign will enable (e.g. for people, for collection)		
Known budget – what will it cost?		
Summary of 'why you' – your organisation's key achievements to date		
Plans		
Business plan – for new building / for organisation over next 3 years		
Fundraising plan		
Campaign team		
Dedicated staff who will manage / co-ordinate fundraising		
Trustees willing to fundraise		
Identified Campaign Chair		
CEO/Director willing/able to front campaign / lead fundraising ask		
Staff on-board – informing programme plans, ready to host visits from prospective donors, ready to 'do their bit'		
Capacity and Resources		
Database for managing donors		
Financial capability for managing large (ring-fenced) amounts (£1m+)		
Prospects		
A current supporter base		
List of potential Trusts and Foundations		
List of potential individual and/or corporate supporters		
Friends group		



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