FUNDRAISING STRATEGY											
ORGANISATION:											
DATE:											
PREPARED BY:											
OVERALL ORGANISATIONAL STRATEGIC AIMS											
DEPARTMENTAL STRATEGIC AIMS											
FUNDRAISING OBJECTIVES											
TOTALITA OBJECTIVES											
CURRENT INCOME SOURCES											
ELINIDE	DAISING D	IDECT	FUNDRAISING INDIRECT PARENT ORGANISATION					CATION	INCOME GENERATION		
FUNDRAISING DIRECT			FUNDA	AISING IN	DIRECT	PAREIN	ONGANI	SATION	INCON	TE GENER	ATION
					DUDGET						
FUND	A ICINIC D	IDECT	INCOME I FUNDRAISING INDIRECT			PARENT ORGANISATION			INCOME GENERATION		
FUND	RAISING D	IKECI	FUNDR	AISING IN	DIRECT	PAREN	ORGANI	SATION	INCON	IE GENEK	ATION
	BUDGET	STRETCH		BUDGET	STRETCH		BUDGET	STRETCH		BUDGET	STRETCH
12 Months			12 Months			12 Months			12 Months		
24 Months			24 Months			24 Months			24 Months		
36 Months			36 Months	20112050		36 Months	·==	4=	36 Months		
			RESOURCES REQUIRED TO DELIVER INCOME								
FUNDRAISING DIRECT			FUNDRAISING INDIRECT			PARENT ORGANISATION			INCOME GENERATION		
			KEY FUNDRAISING ACTIVITIES								
INCOME STREAM			ACTIVITY						TIMELINE		
			<u> </u>								
LEVEL OF RISK											
FUND	RAISING D	IRECT	FUNDR	AISING IN	DIRECT	PARENT	Γ ORGANI:	SATION	INCON	1E GENER	ATION
	BUDGET	STRETCH		BUDGET	STRETCH		BUDGET	STRETCH		BUDGET	STRETCH
12 Months			12 Months			12 Months			12 Months		
24 Months			24 Months			24 Months			24 Months		
36 Months			36 Months			36 Months			36 Months		