

Goal Planning Worksheet & Network Brainstorm

Use this worksheet to build your fundraising plan! Whether you are a Team Captain of a family team, a team member of a corporate team, or a Revenue Committee member focused on raising new revenue, this worksheet will help you breakdown your fundraising plan through segmenting your network.

2019 Fundraising \$ _____

2019 # of Team Members \$ _____

2019 # of Pacesetters on Team \$ _____

Your personal donation (self-donation)	\$
Inner-circle donations & fundraisers	\$
Network donations (personal & professional)	\$
Fundraising Team Members (\$100 Pacesetters)	\$
Matching gifts	\$
Business donations/sponsorships	\$
Fundraising Goal	\$

Self-donation

Lead by example to your potential donors and make a lead gift that you can ask others to match!

Inner-circle donations

If you are a veteran participant, review who donated to and fundraised on your team. Who can you ask again this year and what can you count on to return? Think about your closest family and friends, the supporters that say to you ‘let me know if there is ever anything I can’. Making a donation and fundraising are tangible ways that your inner-circle support network can help impact the mission by funding improved treatments, new research, and bring us closer to a future free from IBD. Start two lists – the first of those you can ask for a larger gift and second, those you can ask to make a gift *and* fundraise!

Network donations

Think about your general network of friends, colleagues, and community that may want to support you and this important cause. You can reach this network through a mass-email, social media, hand-written letters by mail (this feels really special in today’s society!), etc. Here are some people to consider when building your list:

- Former classmates (grade school, high school, college)
- Social clubs (book club, poker night, sorority, garden club)
- PTA
- Church/Synagogue/Mosque
- Civic organizations or clubs/gym to which you belong
- Neighborhood association
- Who has asked you for a donation on behalf of their favorite charity in the past?
- Scan your credit/debit card statements for businesses you frequent
- Explore departments outside of yours at work

3.1 MILLION REASONS TO TAKE STEPS

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- Look back at past colleagues
- To what vendors does your company give their business? (vending machines, printers, couriers, graphic designers)
- Do you belong to any professional networking groups?
- Who are you connected with on LinkedIn?
- Are you connected with anyone that often posts about needing new business?

Fundraising Team Members - \$100 Pacesetters

While the team captain is the glue that keeps the team together and often sets the initial fundraising goal, it is not up to one person to meet and exceed those goals! Recruiting fundraising team members to help raise funds (and spread awareness) is crucial to success. Set a goal number of team members you will recruit to your team to donate/raise a minimum of \$100. By raising \$100 or more, these members will become Pacesetters earning their event T-Shirt and access to all the event-day festivities.

Matching Gifts

There are thousands of companies nationwide that having a matching gift program to incentive their employees to make charitable contributions to causes important them. Programs vary but often employers match up to 100% of the donation made by an employee (up to a certain amount per year) and sometimes even match the funds they raise for their charity of choice!

Business donations/Sponsorships

Where do you do business? Think about your habits within a given week – where do you get coffee, who is your cleaners, auto-repair service, workout, etc. Asking these companies to support a cause that is important to one of their patrons and you will be surprised with the response! Also think about larger business connections you have – who does your taxes, who did you hire to do roofing on your home, where did you buy your last car? These companies are often looking for marketing opportunities and there are a variety of sponsorship levels for the walk we can partner with you to offer these contacts!