

LET'S FILE YOUR

Fundraising Flight Plan™



ROBIN MOHR & ASSOCIATES LLC

DEPARTURE & ARRIVAL

Evaluation & Vision

Where you are now, and the 50-year vision you're flying toward

WEATHER

Climate & Conditions

Current fundraising climate, historical data, and what's forecast ahead

ALTITUDE

Fundraising \$ Goal

Your baseline from last year and the target you'll reach upon arrival

FUEL EFFICIENCY

Resources & Costs

What fundraising costs you, and what you'll need to get there

WEIGHT & BALANCE

Team, Tools, & Technology

Who's carrying the work and what systems are in place to support them

FLIGHT PATH

Plan a 3-year Road Map

A month-by-month plan focused on your top three priorities

COMMUNICATION

Align Stakeholders

How will you keep staff, board, donors, and partners informed along the way

EMERGENCY PROCEDURES

Scenarios & Contingencies

What will you do when conditions change, and who decides

WHY?

Because you need:

- A diversified system for financial sustainability and independence.
- An outside eye to possibilities and another pair of hands to finish the project quickly.
- To articulate the plan so that partners can see it too (funders, collaborators, staff, etc).
- A plan that is flexible and responsive to your fast changing environment.

Your Fundraising Flight Plan™ includes:

1. An initial fundraising audit to see what's working and where to improve.
2. An outline of your fundraising possibilities using multiple "possible futures" scenarios.
3. Development of a three-year Fundraising Flight Plan™ to focus on your top three goals.



Schedule a free introductory call at robinmohr.com