

Fundraising Strategy Worksheet

Goal: Raise \$1000 for WABA by October 4, 2019!

#1 Your Audience

1. Who are you targeting to raise money? (You'll approach your aunt who loves you but is indifferent to bicycling differently from a stranger who loves bicycling but is indifferent to you.)
2. Why do you think they will donate to your campaign?
3. How do you need to frame your fundraising pitch to reach them?

#2 Your Pitch

1. What's your hook? (Tailor this to your audience (Grandma, you know how much I love biking...))
2. What am I doing? (Biking 184.5 miles —and committing to raising \$1000—is challenging! Embrace it)
3. What's the ask? (You're asking for money; don't shy away from that fact).

- Why am I asking? (This is where you tell them what WABA is worth to you, and why you think the mission of better bicycling is critical to building a healthy, livable Washington area. Prove to them that WABA is worth their money!

#3 Your Timeline to Success

Date	Action	Notes
8/22	Complete fundraising strategy workshop	
8/23	Launch your campaign with your website!	
10/4	Reach your goal!	