



Sample Fundraising Plan

Make sure to check out the “Funding Your Efforts” section of the kit.

Revenues	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	TOTAL
Facilities, Vendors and Manufacturers	3,000	7,000	7,000	7,000	7,000	7,000	38,000
Grants from Local or Community Foundation	500	1,500	500	1,500	500	500	5,000
Major Donors	2,000	2,500	2,500	2,500			9,500
Fundraising Letters		1000*	1,100				1,100
Special Events		2,500		2,500			5,000
Sales Income (LimbStrong Wristbands)*	50	50	50	50	50	50	300
Total Revenue	5,550	13,550	4,150	13,550	7,550	7,550	58,900

Here’s a good way to think about how to target your fundraising appeals:

If you decide you need to raise \$50,000 for your program, you’ll want to find a mix of large, moderate and small donors.

Two major donors (perhaps prosthetic companies) to give \$10,000 each = \$20,000

Four moderate-level donors to give \$5,000 each = \$20,000

20 individuals to give \$500 each = \$10,000

TOTAL: \$50,000

For more information or to get involved, contact the Advocacy Department at 202/742-1885 or apll@amputee-coalition.org

Facilities, Vendors and Manufacturers

Reach out to:

- Local facilities
- Manufacturers and suppliers with shops or production facilities in your state.

Ask them for a specific amount.

Grants from Local or Community Foundations

- Many states have smaller foundations that donate money to efforts within local communities. Check out the Foundation Directory Online (fconline.fdncenter.org) to research options in your local community.
- Several large corporations also have a line item in their budget to donate to community efforts. Reach out to local companies for support.

Major Donors

Every community has people who are willing and able to give larger donations to political causes. We often think of doctors, lawyers and bankers. That's a great place to start. Look at the leaders of policy efforts in your state. Talk to people in your group. Many people are willing to invest larger amounts in a campaign that directly impacts their state.

Fundraising Letters

Collect lists from all of your group members (family, friends and colleagues). Cast a wide net! Ask people to follow up with their own contacts.

Example:

- 500 letters asking for \$250, \$100 or \$50
- Assume 4 percent response rate over the next two months.



Special Events

- Ask local restaurants to donate a portion of their proceeds one night.
- Ask a local musician to perform at a coffeehouse and sell tickets.
- Hold a cocktail reception.

Events take a lot of work, so they shouldn't be a huge portion of your fundraising plan. They are a great way to continue to spread the word and raise the profile of your campaign.

Check out the "How to Plan an Event" section of the kit.

Sales Income

The ACA has "LimbStrong" wristbands available for purchase. Buy them for \$1 and sell them for \$2, \$3 or \$5.

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