

PLAN AHEAD: CREATING A SUCCESSFUL FUNDRAISING PLAN

The surprising reason why I don't plan: _____

1. **Learn from the past.** Analyze data to decide what to Keep, Tweak, or Dump.
2. **Shine a Guiding Beacon.** Set an Impact Goal to guide your nonprofit forward.
3. **Set 3 critical targets.** Make sure EVERYTHING you do moves you toward one of these.
4. **Put on your Super Cape.** Work in your Unique Brilliance whenever possible.
5. **Choose the right strategies.** Follow the 1-10-1000 Rule to keep you on track.
6. **Write it down.** Use the 1 Page Fundraising Plan as a template.
7. **Course correct.** Review your plan regularly and adjust where needed.

Grab the 1 Page Fundraising Plan at www.GetFullyFunded.com/Plan

Learn more about ARF Club at www.ARFClub.com