

Creating a Fundraising Proposition

Use this worksheet to create your fundraising proposition, key messaging and a digital campaign that brings it all together. Make sure you're thinking about your audience and your product.

1. Objective

What is the problem and how will we solve it?

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Who is the target audience?

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What is your product?

- Cash giving
- Regular giving
- Lead Generation

2. Need

How can we show the need? Do we have statistics or evidence to help bring it to life? Note them down.

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Is the ask emotional or rational? Mark it on the scale.



3. Price Points

How can the supporter help right now - what items can they help pay for, or what action can they take?

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Can the item be scaled?

- Yes
- No



Scale your price point to match your audience and objective.

4. Tangibility

What case study will you use to bring your story to life for your campaign? Note down the basics.

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Do you have the right assets to tell their story?

- Images
- Video / B-roll
- Shopping list
- Direct quotes
- Additional info

Notes

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5. Bring it all together

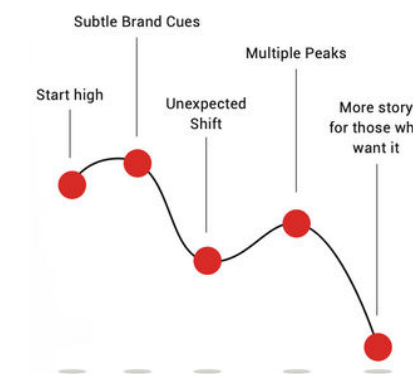
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Headline

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Always use the Emerging Story Arc, starting with the most attention-grabbing information.

hynt.

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