



RESOURCE

Fundraising Checklist



Hello!

We're BrandRaise and we help small to mid-sized nonprofits align their branding and fundraising strategies to create deeper, more meaningful connections with their communities. Fundraising isn't complicated, but it can feel overwhelming—especially when your audience doesn't fully understand your work or impact.

We believe that brand-led, relationship-based fundraising is the key to sustainable success. By clarifying what your organization stands for and communicating it effectively, you'll strengthen stakeholder relationships, leading to more giving—whether it's money, time, or energy.

Many nonprofits recognize the need for fundraising support but aren't sure where to begin. That's why we've created this checklist to help guide you toward the next exciting phase of your fundraising journey.

However, if you're still stuck, rest assured we're here to help!

Learn more about our fundraising services at www.brandraise.co.

☐ **Is your organization's mission clear and concise?**

Organization mission statement:

☐ **Is the vision of your organization and its needs clear and concise?**

Organization vision statement:

Need vision statement:

☐ **Have you quantified your need?** It's crucial to identify exactly how much you need to raise; simply saying you need to raise money isn't enough.

Our organization needs ____ dollars to fulfill this goal which aligns to our vision because, ____.

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- ☐ **Have you defined your need?** Being able to itemize and categorize with specific dollar amounts helps even more.

Our organization needs _____ dollars, which includes _____, _____, and _____.

- ☐ **Have you explained your need?** Can you explain what you need the funds for and why?

- ☐ **Is your need urgent?** If your need isn't urgent, you shouldn't be raising money.

Our organization needs these funds by [date] because _____.

- ☐ **Do you have volunteers willing to help?** Identifying 3-4 volunteers will help spread the leadership of your organization.

Here are three to five people that could help bring this to life:

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- ☐ **Do you have time to fulfill your need?** Ideally, you'll have a 60-day runway to prepare to begin asking for money.

Our organization needs the funds by [date].

- ☐ **Do you have a clear message, outlining the main takeaway for the need?**

Here is my one sentence need:



NEXT STEPS

We hope this document has provided clarity, answered your questions, and sparked excitement about the possibilities ahead.

We're passionate about helping nonprofits like yours bridge the gap between branding and fundraising to achieve sustainable success. If our values, approach, and vision align with what you're looking for, we'd be honored to partner with you on this journey.

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