

# FULL FUNDRAISING OUTSOURCE PROPOSAL

## Package Description

### **Action 1. Resource mapping (week N1)**

Working closely with the dedicated person from your team, create a comprehensive guide of the organization by mapping the following information:

- Case statement, including vision, mission, and history
- Implemented projects
- Institutional and individual donors
- Beneficiaries and alumni
- Processes, org chart, databases, and mailing, who is the sales/contact person, any presentations, etc.
- fundraising history, including individuals, grants, Benevity /Global giving/ reArmenia
- Projects and main directions for FR

### **Action 2. Case Statement creation (weeks N2)**

This action consists of two sub-actions:

- 2-day Strategic session with your team
- Based on the session outcomes, we will create a comprehensive Case statement (the story of the organization to be used in the active fundraising stages)

### **Action 3. Fundraising Strategy and Processes (week N3)**

Based on the resource map and the case statement, we will develop the fundraising strategy for the organization. This will include the creation of the fundraising processes pipeline.

### **Action 4. Fundraising Action Plan (week N4)**

Based on the Fundraising strategy, we will design a fundraising action plan for one year. We will organize retrospectives after each quarter to refine and adapt the action plan.

Contact us:

[info@fundforce.org](mailto:info@fundforce.org)

**Action 5. Active fundraising stage (week N5 and onwards)**

This includes donor database creation, grant research and applications, corporate donor and partnership development, outreach to prospective collaborators, and ongoing relationship management, all according to your tailored Strategy and Action plan.

## Timeline

N	Action	Weeks				
		week 1.	week 2.	week 3.	week 4.	week 5.
1.	Resource Mapping	✓				
2.	Case Statement		✓			
3.	Fundraising Strategy			✓		
4.	Fundraising Action Plan				✓	
5.	Active Fundraising					✓

**Please let us know if you feel like pursuing this package, and we will share an email with further steps, including a calendar to book your convenient date and time.**

Looking forward to working with you!

Best regards,  
Fundforce team

Contact us:  
[info@fundforce.org](mailto:info@fundforce.org)