

# Fundraising Strategy

## Sub - Strategy



# Fundraising Strategy

## Goal

Ensure that TMP has the financial resources to implement our plans.

## Target Audience

Funders

## Considerations

- SMART fundraising
  - Develop a list of the required funds to create internal and external clarity.
  - Define the short, mid, and long-term requirements.
  - Define the income requirements that are achievable for a team of our size and working capacity.
- Research
  - Base fundraising plans on funding ecosystem research: Is there enough funding for what we want to do?
  - Understand the barriers to in-country funding support for NGOs.
  - Understand our strengths (such as DFID links) and weaknesses.
- Priority
  - Plan school builds and budgets using a MoSCoW approach (Must have, Should have, Could have, Would be nice to have).
- Target
  - Develop a concept that in-country donors will fund.
- Resilience
  - Work with partners on a shared vision.
  - Broaden our operations to widen the donor pool.
- Growth
  - Learn from successful and unsuccessful fundraising activities.
  - Build in-country capacity to deliver on grants won.

## Process

1. Community fundraising  
Continue to develop our community fundraising income.
2. Small grant fundraising  
From our community foundation, move on to small grant fundraising in 2021.
3. Small Institutional fundraising  
Once our small grants fundraising is working, raise funds from small institutions (e.g. SCCF) and corporate fundraising in 2021.
4. Philanthropy and mid-institutional fundraising  
Continue to develop corporate fundraising while sustaining grants and community income, engaging in philanthropy and mid-institutional fundraising in 2023.
5. Large-scale institutional fundraising  
Start with large-scale institutional fundraising in 2025.

## Useful Deliverables

1. Develop a prioritised fundraising strategy framework, get it approved by the TMP trustees, and make it available on our website. This framework will include:
  - a. A trust and foundation database.
  - b. An evaluation of what funders will fund.
  - c. An assessment of the in-country funding available for Malawian NGOs.

