

ATM 365: Fundraising Plan Template

1. Frame Your Project & Make connections by answering the “why” questions:
 - a. Why your organization?
 - i. Our organization, Entertaining Pens, is supporting young girls in small towns who would like to pursue a creative field, such as writing in an entertainment medium. These classes are targeted toward young girls because the entertainment fields tend to be male-dominated, so this works to encourage young girls to be involved in these fields. In order to continue running this project, the organization will need to consider the cost of supplies, like books, films, and video games unavailable in libraries or other loan services. Some other supplies may include writing utensils, journals or notebooks, and projectors or DVD players if not available in the classroom. The organization also must consider the costs of employing writers to teach these afterschool classes. All of these elements come together to make up the success of this organization.
 - b. Why this project?
 - i. The Entertaining Pens project targets the need for representation in the entertainment industries. Young women’s voices are often glossed over or minimized (think chick flicks, chick novels, and pink games). This project tries to reach young girls before they are discouraged from novel writing or participating in the development of films, television shows, or video games. Furthermore, this project will reach girls in smaller towns and smaller school districts who do not see as much creative support. Consequently, these young girls will have talking points for academic interviews, developed skills going into university, and a safe space in which to confide.
 - c. Why now?
 - i. Statistically, young girls and women make up a large part of the video game audience. Female representation in films has improved, and women are heard more often and cited more often in television and film writing. Novels stray away from sexualizing the female perspective now, but there is still a lot of work to be done. As girls are more likely to feel included in these spaces than ever before, it is important to reach them and foster

their writing abilities, especially in areas where that kind of support is not offered. Writing is a great creative outlet for young girls to find their identities as well as their writing voices.

2. Outline the fundraising activities you will use for this project/program.

<i>Activity</i>	<i>Person Responsible</i>	<i>Timeline</i>	<i>Planned Outcome</i>	<i>Hours Required</i>	<i>Estimated Cost</i>	<i>Estimated Revenue</i>
Social media campaign	Marketing expert.	Summertime: June to July.	Find donors.	6 hours per week.	\$400	\$2,500
Flyers/Rack Cards	Summer intern.	June to July.	Attract parents who may donate or attend events.	2 hours per week.	\$100	\$800
Fundraising event	Financial advisor.	August.	Raise enough money to support the project for one academic year.	3-hour event.	\$2,000	\$8,000

Presentation of student work event	President of the organization.	May, after the academic year/first year of the project completed.	Show donors and parents/potential students how the organization has impacted its current students.	2-hour event.	\$600	\$1,000
Donor appreciation call list	Fall intern.	October to November.	Encourage donors to continue their support.	3 hours per week.	\$200	\$500