

ATA 365: Fundraising Plan Template

1. Frame Your Project & Make connections by answering the “why” questions:

a. Why your organization?

This organization prioritizes the showcasing of the artwork of POC in the United States. We are driven to make the general public aware of the fact that the culture of POC is rich, and we also hope to shine a light upon their artwork that would otherwise be silenced. We are providing a platform to those who need it most.

b. Why this project?

This project is a presentation that collaborates between different artistic mediums to create an elaborate, culture-rich performance. This performance will showcase the visual art, creative writing, and performance of people of color. By presenting this project, we hope to enlighten our viewers and grow confidence in our artists, writers, and performers. Additionally, this project will help support our artists financially, for a portion of the profits will go to each of them.

c. Why now?

Social injustice and racism have existed since the founding of the United States and have yet to go away. People of color within America have battled through centuries of systemic and unjust racism, and due to the events that occurred in summer of 2020 (and since) with the cruel murder of George Floyd and Brianna Taylor, and all others who have lost their lives when they were not due. Art, writing, and performance are creative outlets to express personal struggle, emotion, and anything else. Our artists have a story to tell, and it needs to be heard now, more than ever.

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 Coordinator	January	Increase public interest, describe our mission, inform the public about our current state and excite them with artwork.	3 hrs/week	\$200	\$1,500
Donor Letter, mail and email	Fundraising Coordinator	January, March, May	Inform our donors about our status at two-month increments throughout the six-month season. Excite them about our progress.	6 hrs/month	\$300	\$5,000+
Project Grant	Fundraising Team	April-May	Obtain a project grant for our final project The Creation.	10 hrs	+ - \$100	\$5,000