

Call for Curators

Fundraising Strategy Builder



Introduction

Welcome to the Fundraising Strategy Builder!

Fundraising can feel overwhelming—especially when you're balancing artistic direction, program planning, and community engagement. But at its core, fundraising is simply the work of inviting others to support what matters.

This toolkit is designed to help you build a flexible, values-aligned fundraising strategy, no matter the scale of your organization or project. Whether you're applying for your first grant, designing a donor campaign, or planning a hybrid approach, this guide will walk you through key steps—from defining your goals to mapping your networks and tracking your progress.

Use it as a printable workbook, a team planning document, or a foundation for future proposals and campaigns.



1. Clarify Your Mission and Values

This section helps you anchor your fundraising in purpose. A clear mission sets the tone for funders, donors, and collaborators—and keeps your strategy focused.

Write 2–3 sentences answering:

What is your organization or project trying to achieve?

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Why is it important now?

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Who benefits from your work?

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This mission statement will be useful for applications, donor materials, and campaign messaging.

2. Set Your Fundraising Goals

Clarifying what you're raising money for—and how much—is the first step toward an actionable plan. Use this section to connect ambition with feasibility.

List 2–3 clear goals you want to achieve through fundraising.

Fundraising goal	Amount needed	Deadline	Type of Support (e.g. grant, donation, sales)

3. Explore Your Fundraising Options

Different projects require different types of support. This section helps you consider which income streams align with your goals and capacity.

List 2–3 clear goals you want to achieve through fundraising.

- ☐ Public/institutional grants (e.g. Arts Council England)
- ☐ Philanthropy (e.g. donor circles, one-time gifts)
- ☐ Crowdfunding (e.g. Patreon, Ko-fi)
- ☐ Earned income (e.g. tickets, merchandise, print sales)
- ☐ Sponsorships/partnerships
- ☐ Other: _____

You don't need to do all of these. Start where you feel confident and build over time.

4. Map Your Support Network

Fundraising is built on relationships. Use this space to identify who’s already in your ecosystem and how they might support your work.

Fundraising is relational. Who are you already connected to?

Person/Group	Relationship	Potential Role in Fundraising

Think broadly - collaborators, audience members, peers, mentors, past participants.

5. Create a Simple Budget

Every solid fundraising strategy needs a realistic budget. This section lets you outline what you need and where it's going.

List what funds you expect to raise and what you'll spend them on.

Income Source	Projected Amount
Grants	
Donations	
Sales/Events	
Other	

Expenses	Projected Amount
Artist fees	
Materials	
Marketing	
Contingency	

6. Build a Timeline

Fundraising takes time—and planning. Map out key dates and actions to keep your efforts organized and responsive.

Plan out your next 3–6 months of fundraising actions.

Date/Month	Action/Deadline	Notes

Include grant deadlines, event dates, and campaign milestones.

7. Plan Your Communications

How you share your fundraising goals matters. Use this section to align your story, platform, and audience with clarity and consistency.

How will you tell your story and invite support?

Channel	Type of Content	Frequency
Instagram	Artist stories, project teasers	2x/week
Email	Monthly supporter update	Monthly
In-person	Donor preview evening	One-time

8. Use the Right Tools

From donation platforms to spreadsheets, the right tools can lighten the load. This checklist helps you choose what works best for your needs.

Check off tools you already use—or want to explore.

Digital tools:

- ☐ Budget spreadsheet (Google Sheets, Excel)
- ☐ Donor platform (Donorbox, Ko-fi, PayPal)
- ☐ Email tool (Mailchimp, Substack)
- ☐ Social planner (Metricool, Later)
- ☐ CRM/contact list
- ☐ Application tracker