

# Checklist

## NGO Fundraising Checklist

---

### ✔ Step 1: Define Your Fundraising Goals

- Set SMART fundraising targets (Specific, Measurable, Achievable, Relevant, Time-bound).
- Identify how much funding is needed and for what purpose (projects, operations, expansion).

### ✔ Step 2: Research & Apply for Grants

- Identify funding agencies for NGOs that align with your mission.
- Search for grants on platforms like [Grants.gov](#) and The Global Fund.
- Prepare strong proposals with clear impact statements and budgets.
- Track submission deadlines and follow up on applications.

### ✔ Step 3: Build a Diverse Fundraising Strategy

- Apply for government funding for NGOs if eligible.
- Explore corporate sponsorships and matching gift programs.
- Set up online fundraising for NGOs via crowdfunding and donation platforms.
- Plan fundraising events for NGOs, such as charity walks, auctions, and benefit concerts.

### ✔ Step 4: Develop a Strong Online Presence

- Create a compelling NGO fundraising website with a donation page.
- Use fundraising websites for NGOs like [GlobalGiving](#) to increase reach.
- Optimize social media for donation campaigns (Facebook Fundraisers, Instagram donation stickers).
- Run email & SMS donation campaigns using Mailchimp for Nonprofits.

### ✔ Step 5: Strengthen Donor Relations & Retention

- Send personalized thank-you messages to donors.
- Provide impact reports showing how donations are being used.
- Offer perks or recognition for recurring donors.
- Host donor appreciation events or exclusive virtual updates.

### ✔ Step 6: Track Fundraising Performance & Adjust Strategies

- Monitor key performance metrics (donor retention, ROI, online conversion rates).
- Use fundraising CRM tools like [Bloomerang](#) or [Classy](#).

- Test and optimize donation pages for better user experience.
- Adjust strategies based on data insights and donor feedback.

**Pro Tip:** 📅 Schedule regular fundraising review meetings with your team to assess progress and brainstorm new fundraising ideas for NGOs. Keeping track of trends and donor behaviors will help your NGO stay ahead in an evolving funding landscape.

---

View our website for more helpful guides:

<https://casemanagementhub.org/>

<https://www.socialworkportal.com/>

---