

Fundraising Tools Planning Matrix

Name: _____

Organization _____

Category	Item	Priority	Budget	Vendor	Staff
Advocacy	<ul style="list-style-type: none"> • Petitions • Faxes • Membership 				
Content Management/Integrated Systems	<ul style="list-style-type: none"> • System Selection • Setup • Maintenance 				
Database	<ul style="list-style-type: none"> • System Selection • System Setup • Maintenance • Integration with Email 				
Donation Processing	<ul style="list-style-type: none"> • System Selection • Setup • Maintenance 				
Email Messaging	<ul style="list-style-type: none"> • System Selection • Setup • Building Email List • E-Newsletter 				
Establishing Links with Other Organizations	<ul style="list-style-type: none"> • Find Partners • Make Contacts 				
Search Engine Registration	<ul style="list-style-type: none"> • Registration • Maintenance 				
Website	<ul style="list-style-type: none"> • Hosting • Creation • Maintenance • Promotion • Metric Software 				
Website Design/Tools	<ul style="list-style-type: none"> • Publications • Other Content • Other Tools 				