Fundraising Strategy

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| **Key message**  (Why?) | Purpose | Goals |

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| **Target** | £x,xxx |

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| **Outcome drivers**  (How?) | Revenue | Costs |
| **Support base**  (Who?) | Existing supporters | New supporters |
| **Action** | Fundraising activity | Communication plan |
| **Resources**  (What do  we need?) | People | Knowledge |