



# MUFFIN

## MASTERING THE UNDERESTIMATED FUNDRAISING FINANCIAL LITERACY FOR SPORTS PROFESSIONALS



FURIM  
INSTITUTE



ΕΣΔΤ  
ΕΛΛΗΝΙΚΟ ΣΩΜΑΤΕΙΟ  
ΔΥΝΑΜΙΚΟΥ ΤΡΙΑΘΛΟΥ



**Overview:**

One-year fundraising plan tool (Excel workbook) is designed to help staff, volunteers, and managers of grassroots and amateur sports clubs to plan, execute, and track fundraising activities over the course of a year. The tool is structured into several sheets, each serving a specific function in the fundraising process.

**Instructions:**

1. Objectives & Goals Sheet:

- Purpose: To set and track the financial objectives for the year.
- Usage: Enter your fundraising objectives, the goal amounts, deadlines, priority levels, and the current status. Make sure to review and update the status regularly to reflect progress.

Objective	Goal Amount	Deadline	Priority	Status
Youth Training Facility	50000	2023-12-31	High	Not Started
Annual Tournament	15000	2023-06-30	Medium	Not Started
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2. Fundraising Activities Sheet:

- Purpose: To plan specific fundraising activities.
- Usage: Detail each planned fundraising activity, including the date, expected income, person/team responsible, and any relevant notes. After each event, come back to this sheet to update the actual income and any learnings or observations.

Activity	Date	Expected Income	Responsibility	Notes
Membership Drive	2023-01-15	10000	Membership Coordinator	Annual membership renewals
Charity Match	2023-07-12	8000	Events Team	Inviting local celebrities
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3. Monthly Plan Sheet:

- Purpose: To break down the annual objectives into actionable monthly tasks.
- Usage: List out the key actions required for each month, assign a responsible person or team, and keep the status updated. This helps in keeping track of what needs to be done and when.

Month	Key Actions	Responsible Person/Team	Status
January	Organize membership drive	Membership Coordinator	Planned
February	Finalize event sponsors	Sponsorship Manager	Planned
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4. Budget Forecast Sheet:

- Purpose: To forecast and track the budget for the fundraising plan.
- Usage: Enter all expected income and expense categories and their estimated monthly values. Summarise the totals for a clear view of the financial year.

Income/Expense Category	Months (Jan-Dec)	Annual Total
Membership Fees	20000	240000
Sponsorships	15000	180000
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5. Stakeholders & Partners Sheet:

- Purpose: To manage relationships with stakeholders and partners.
- Usage: Record key information about stakeholders and partners, including their role, contact information, and your engagement plan with them.

Name	Role	Contact Information	Engagement Plan
City Sports Council	Funder	contact@example.com	Apply for grant
Sports Equipment Co	Sponsor	sponsor@example.com	Negotiate equipment sponsorship
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6. Volunteer Coordination Sheet:

- Purpose: To manage volunteer resources.
- Usage: Keep a list of volunteers, their roles, availability, assigned tasks, and contact information. Update as volunteer details change or new volunteers join.

Name	Role	Availability	Assigned Tasks	Contact
John Doe	Event Volunteer	Weekends	Assist in events	john.doe@example.com
Jane Smith	General Volunteer	Flexible	Various tasks	jane.smith@example.com
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7. Communication Plan Sheet:

- Purpose: To plan and execute communication with different audiences.
- Usage: Identify your target audience, the message to be communicated, the channels to be used, the frequency of communication, and who is responsible.

Audience	Message	Channel	Frequency	Responsible
Members	Upcoming events	Email	Monthly	Communication Team
Public	Charity Match	Social Media	Weekly	Marketing Team
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8. Progress & Reporting Sheet:

- Purpose: To track the progress and outcomes of fundraising activities.
- Usage: After each fundraising activity or at regular intervals, enter the income achieved, any expenses incurred, and the net income. Add notes for context and any actions taken.

Goal	Activity	Income Achieved	Expense Incurred	Net Income	Notes
<b>Youth Training Facility</b>	Fundraising Campaign	0	0	0	Kick-off next month
<b>Annual Tournament</b>	Sponsorship	0	0	0	Initial contacts made
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9. Risk Management Sheet:

- Purpose: To identify and mitigate potential risks to your fundraising plan.
- Usage: Think about what could go wrong and how likely it is to happen. Document the potential impact and strategies to reduce the risk.

Risk	Likelihood	Impact	Mitigation Strategies
<b>Funding Shortfall</b>	Medium	High	Increase fundraising activities
<b>Event Cancellation</b>	Low	Medium	Insurance, flexible booking
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