



Fundraising

Basic questions

- Who are you? (org, collective, producer, artist, etc.)
- What is your project/product?
- How much do you need for what, how soon?
- What is your project about?
- What is your finance model?
- Target groups/audience/customers?
- Define your values.

Plan of action

- Strategic Narrative of your project
- Project description (content, topics, finance, collaborations, audience)

Project

Use Strategic Narrative to define and fine tune. Formulate your values. Define your Stakeholders, people & organisations that relate to or are relevant for your project.

What are relevant funds?

Make an inventory of common grounds/interests, focus points, values). Always communicate the matching values in your application. *Check Fondsenboek*

Plan of Action

Select ways of funding; make choices & plan!

Time Line

From start to presentation, evaluation, after sales, documentation, accountability and of course TESTING your writings with peers and funds (they often have consultation moments).

Make consistent applications!

